Sketch Book No. 17

JUN - 6 1939

MODERN COMMERCIAL LIGHTING

Max Schaffer Company

Brooklyn, N. Y.

The MAX SCHAFFER COMPANY

JUN - 6 1939

presents herewith

a sketch book of lighting fixtures suitable for store, offices, schools and other commercial and public places.

In designing each of these light sources three essentials were constantly kept in mind.

First: Eye-Comfort achieved through adequate quantity of light and through the proper quality of glareless evenly distributed light.

Second: Attractive appearance and artistic styling of each lighting fixture.

Third: Lasting quality coupled with moderate prices.

The results have been better sight, more efficient work, more effective selling and increased profits.

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GENERAL INFORMATION

WHEN ORDERING Please specify the following:

(A) The correct number of the fixture
(B) The finish desired
(C) Wiring specifications--Bare or Wired
(D) Height of ceiling or overall length
(E) Kind of glass
(F) Shipping instructions

STANDARD FINISHES:

All finishes specified under each fixture are the stock finishes. For special finishes add 10%. Where aluminum is used, and Bronze finish is specified, spray bronze will be furnished.

Chromium finish. Fixtures made of brass (letter B after number) add 10%. Fixtures made of aluminum (letter A after number) a high polished aluminum is proposed as it does not tarnish.

LENGTHS OF TUBING OR CHAIN:

Lengths listed are approximate and are furnished up to 42" overall. Spreads are overall measurements. There is an additional charge of $1.00 per foot to the list price for lengths exceeding the standard.

GLASS:

The various types of glassware used are described below:

OPALUX is a single homogeneous layer of opal white glass.
FERLUX glass is a transluscent pressed alabaster glass.
AMELUX is a white enameled crystal glass with clear lines.

WIRING:

All fixtures are listed wired. Where fixtures are wanted bare, 5% can be deducted. An additional charge will be made for switches, depending on the type required. Underwriters labels can be furnished.

PACKING & SHIPPING:

All fixtures are carefully inspected before shipping. Our receipt from the transportation company relieves us of all responsibility and vouches for the delivery of merchandise in good condition to the carrier. All breakage claims must be filed with the transportation company involved.

All fixtures F.O.B. factory, Brooklyn, New York. Where glass is ordered separately, F.O.B. factory, Morgantown, W. Va.

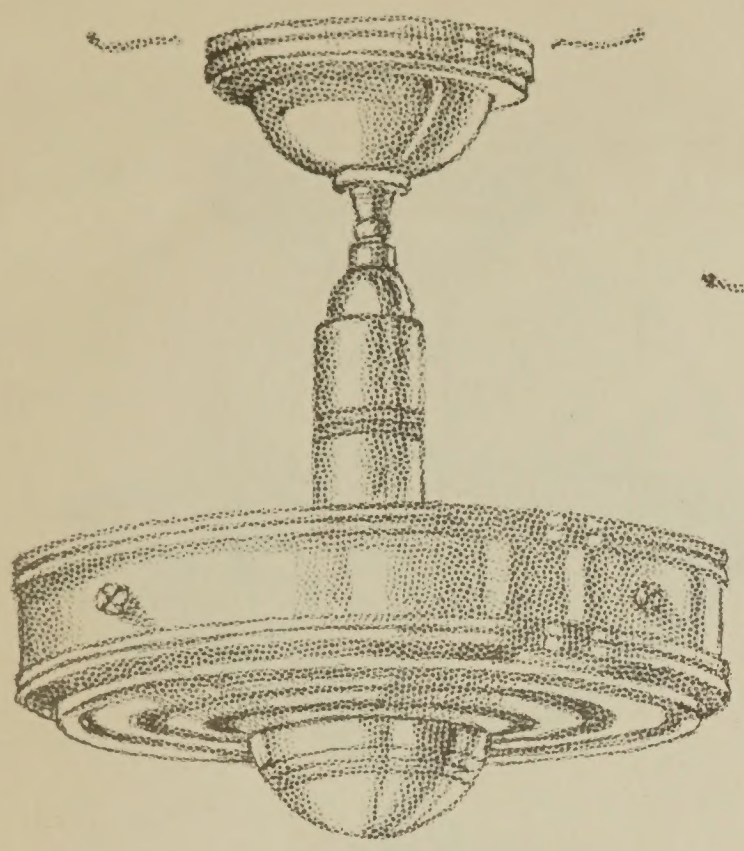
MAX SCHAFFER COMPANY
361 Stagg Street
Brooklyn, N.Y.

INDEX and PRICE LIST

Discount 50% And 50%

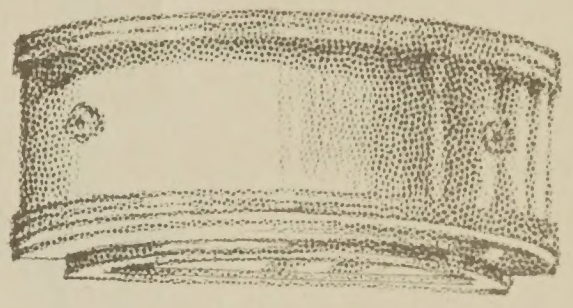
GLASSWARE

Number	Page	Price	Number	Page	Price	Number	Page	Price Doz.
901	21	10.60	1218-ST	22	11.00	15608	21	12.60
950	21	9.60	1268	22	14.00	15609	21	15.12
1002-A	19	6.00	1271-P	22	10.20	15610	21	22.68
1007/24209	16	5.00	1272-P	22	12.60	15612	21	35.95
1009½-A	20	7.00	1274-PC	22	7.40	15614	21	48.80
1011½-A	20	21.00	1981-B	2	7.60	15616	21	63.00
1012½-A	19	32.00	1982-B	2	12.00	20108	21	12.60
1020-A	14	23.00	1986-B	2	26.00	20112	21	35.95
1021-A	16	13.20	1991-A	10	7.00	20114	21	48.80
1021-T	6	6.60	1992-A	10	8.00	20116	21	63.00
1022-A	15	30.00	1996-A	10	19.00	23709	20	16.63
1024-A	15	10.00	2119-B	8	10.00	23714	20	75.60
1030-A	14	20.00	2160-B	8	24.00	24209	16	16.13
1031-B	14	8.20	2162-B	8	31.00	24214	16	48.80
1039-B	22	4.60	2164-B	8	37.00	24709-OP	12	14.40
1044-B	22	7.00	2166-B	8	46.00	24712-OP	12	40.80
1045-B	22	10.40	2169-B	8	17.00	24714-OP	12	54.72
1046-B	22	14.00	2901-B	7	9.00	24709-AM	12	26.40
1047-B	22	18.80	2908-B	7	13.40	24712-AM	12	62.40
1051-B	22	6.60	2930-B	7	27.00	24714-AM	12	79.20
1064-AM	12	14.60	2940-B	4	23.00	25609	6	26.40
1064-OP	12	12.80	2941-B	4	9.00	25614	6	79.20
1065-AM	12	5.80	2948-B	4	11.80			
1065-OP	12	4.80	3400-A	13	27.00			
1066-AM	12	13.20	3401-A	13	8.00			
1066-OP	12	12.00	3403-A	13	20.60			
1076-A	18	10.20	3405-A	13	25.00			
1077-A	18	20.40	3406-A	13	19.60			
1078-A	18	14.60	3603-B	17	18.60			
1079-A	18	15.60	3606-B	17	22.20			
1092-B	11	7.00	3618-B	17	24.00			
1093-B	11	18.60	3901-A	1	7.00			
1094-B	11	17.20	3911-A	1	11.80			
1096-A	5	18.00	3916-A	1	23.00			
1097-A	5	6.20	3930-B	3	26.00			
1098-A	6	5.00	3931-B	3	13.00			
1099-A	6	14.00	3940-A	9	31.00			
1218-PL.	22	10.00	3950-A	9	31.00			



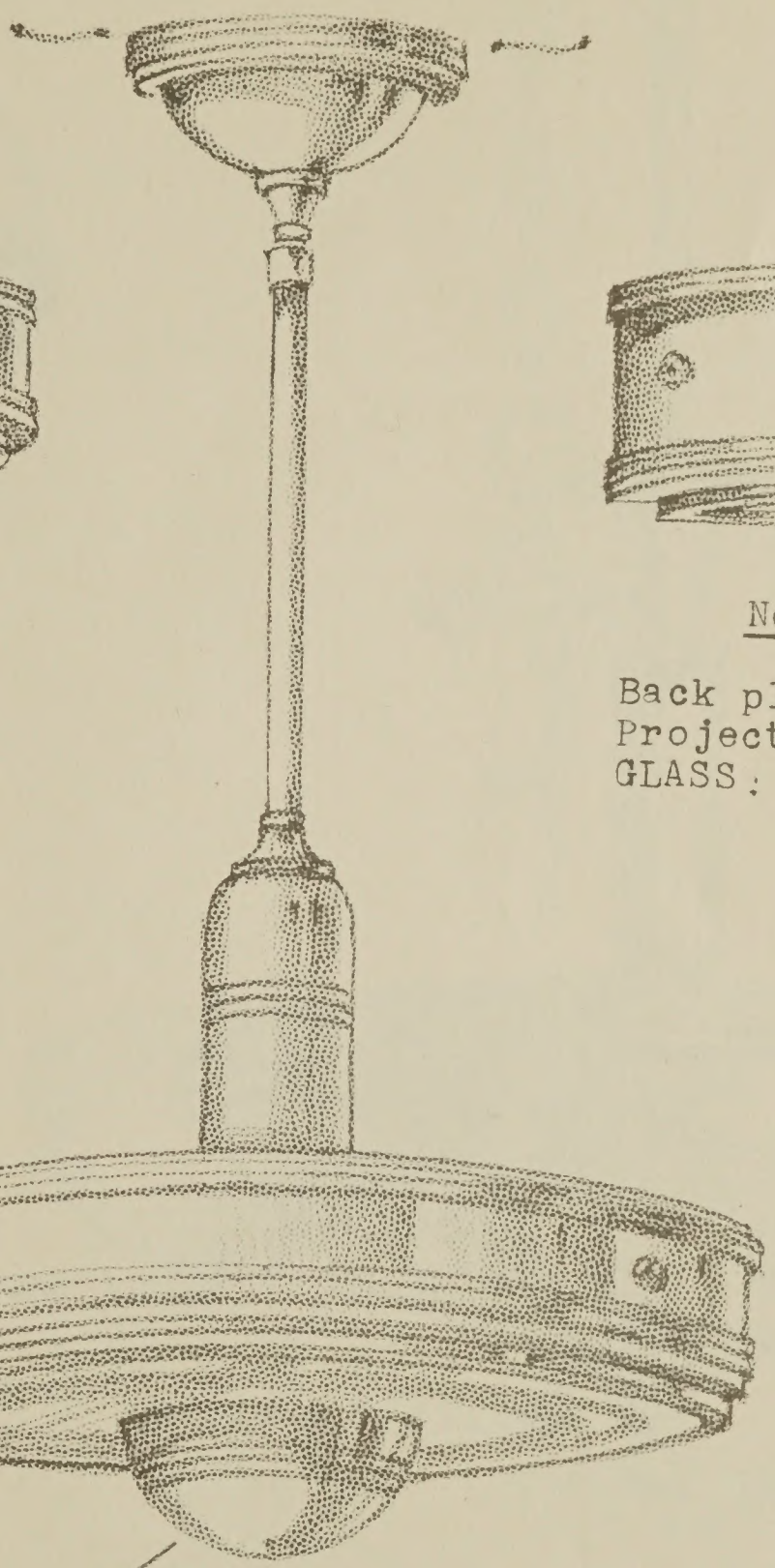
No. 3911 A

Length 13-1/2"
Width 11-1/8"
Lights 1-100 watt



No. 3901 A

Back plate 3½"x8½"
Projects 4½"
GLASS: Crystal frosted

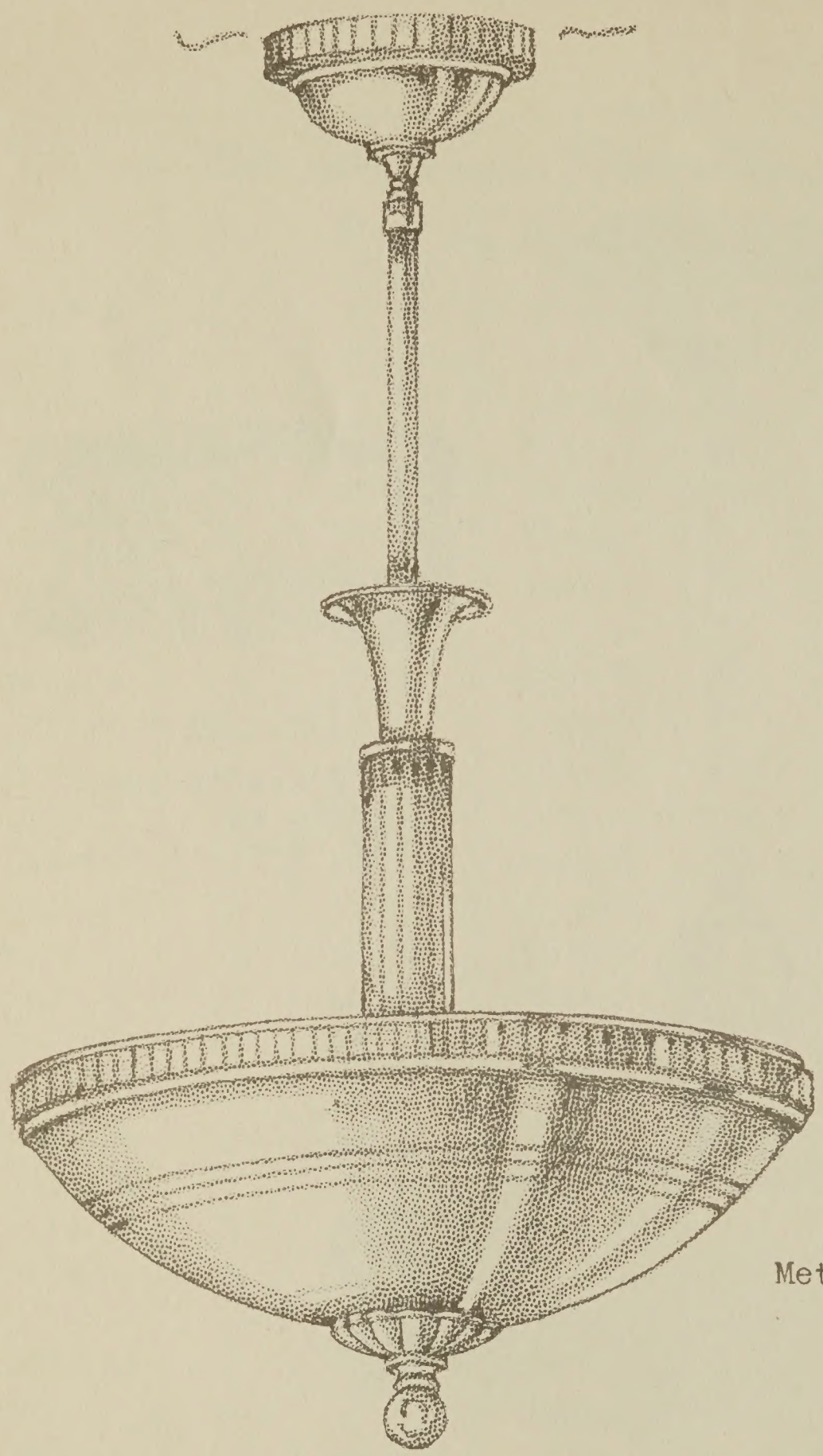


No. 3916 A

Length 42" Width 16"
Lights 1-200 watt
GLASS: Crystal frosted plain lines

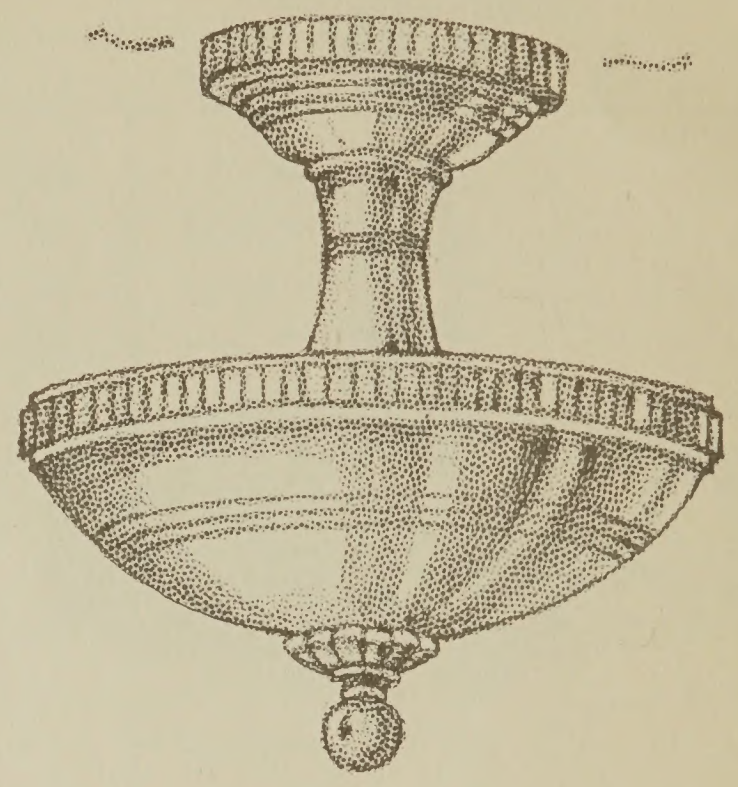
FINISHES
Pewter & Gold
White & Gold

1/4 Scale



No. 1986 B

Length 36"
Width 16" Metal Bowl
Lights 1- 200 watt

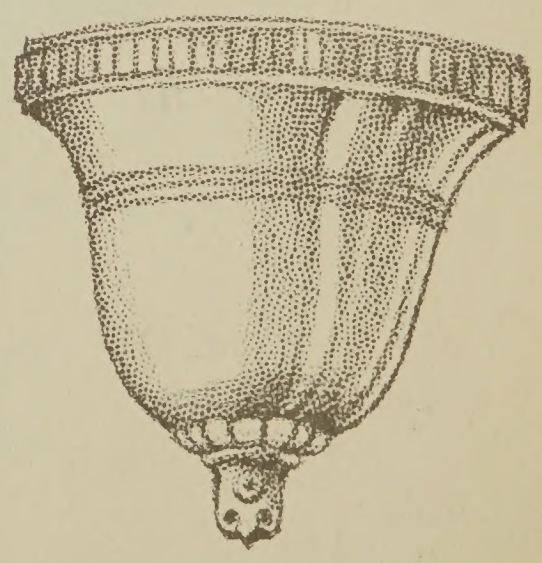


No. 1982 B

Length 11"
Width 11"
Lights 1- 150 watt

FINISHES
Bronze & Gold
Pewter & Gold

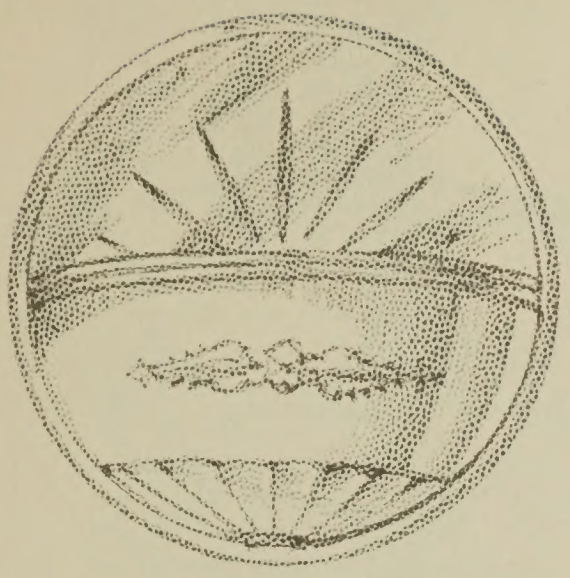
Metal Bowl



No. 1981 B

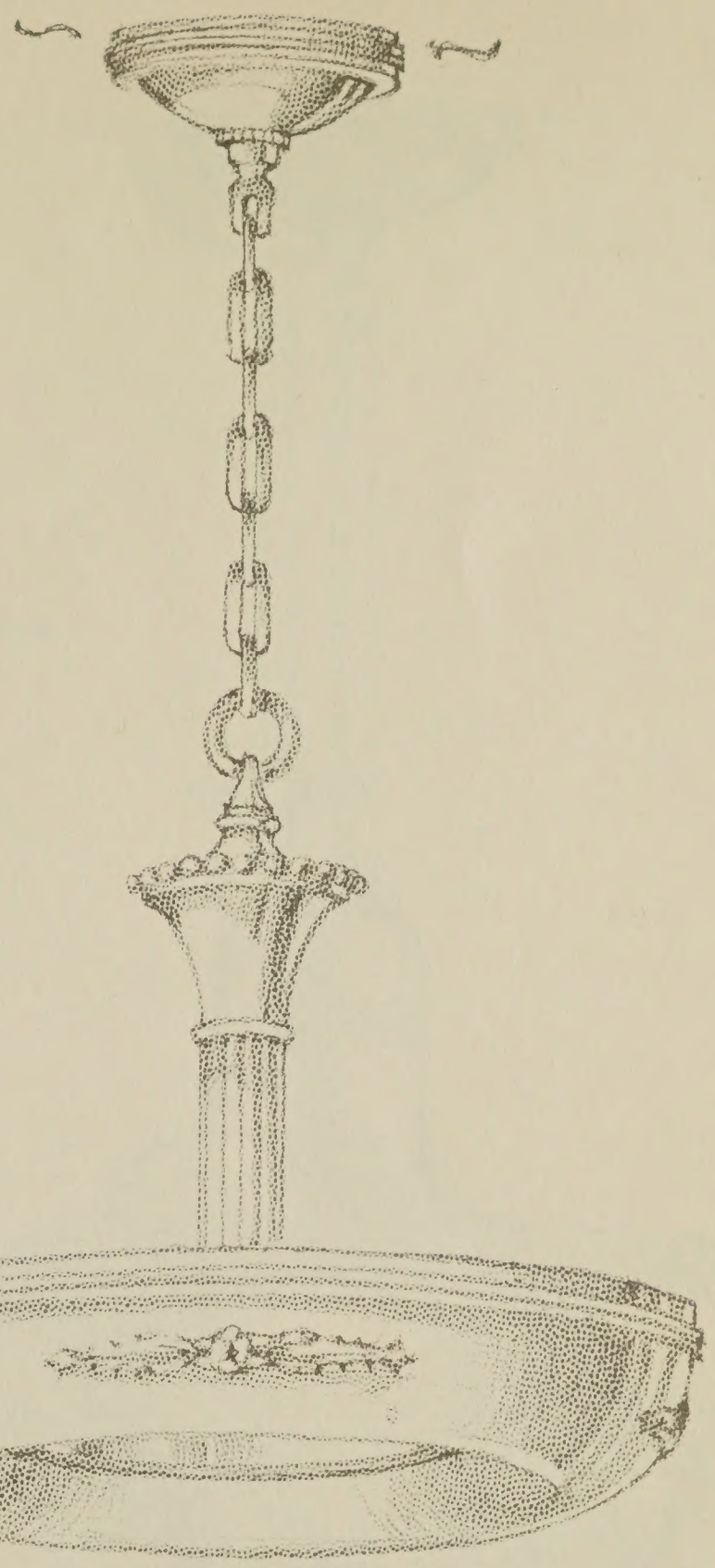
Backplate 7-1/2"x 8-1/4"
Projects 4-1/2"
Lights 2

1/4 Scale



No. 3931 B

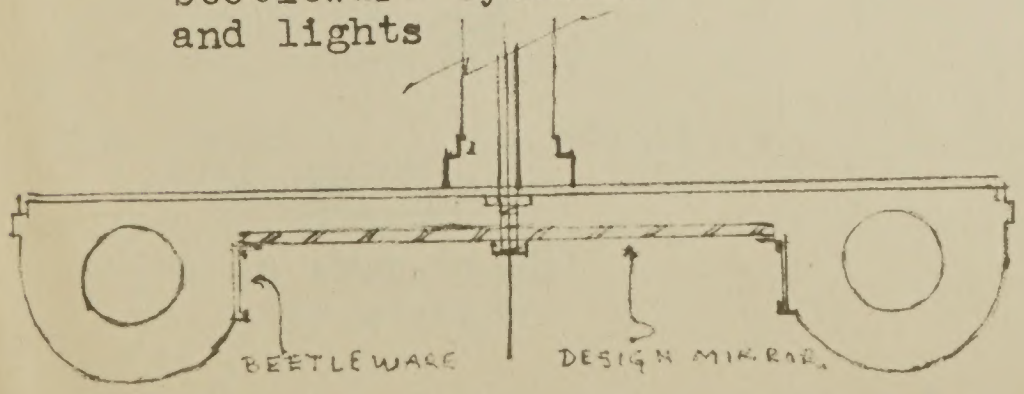
Back plate 8½"
Projects 4½"
Lights 1- 60 watt



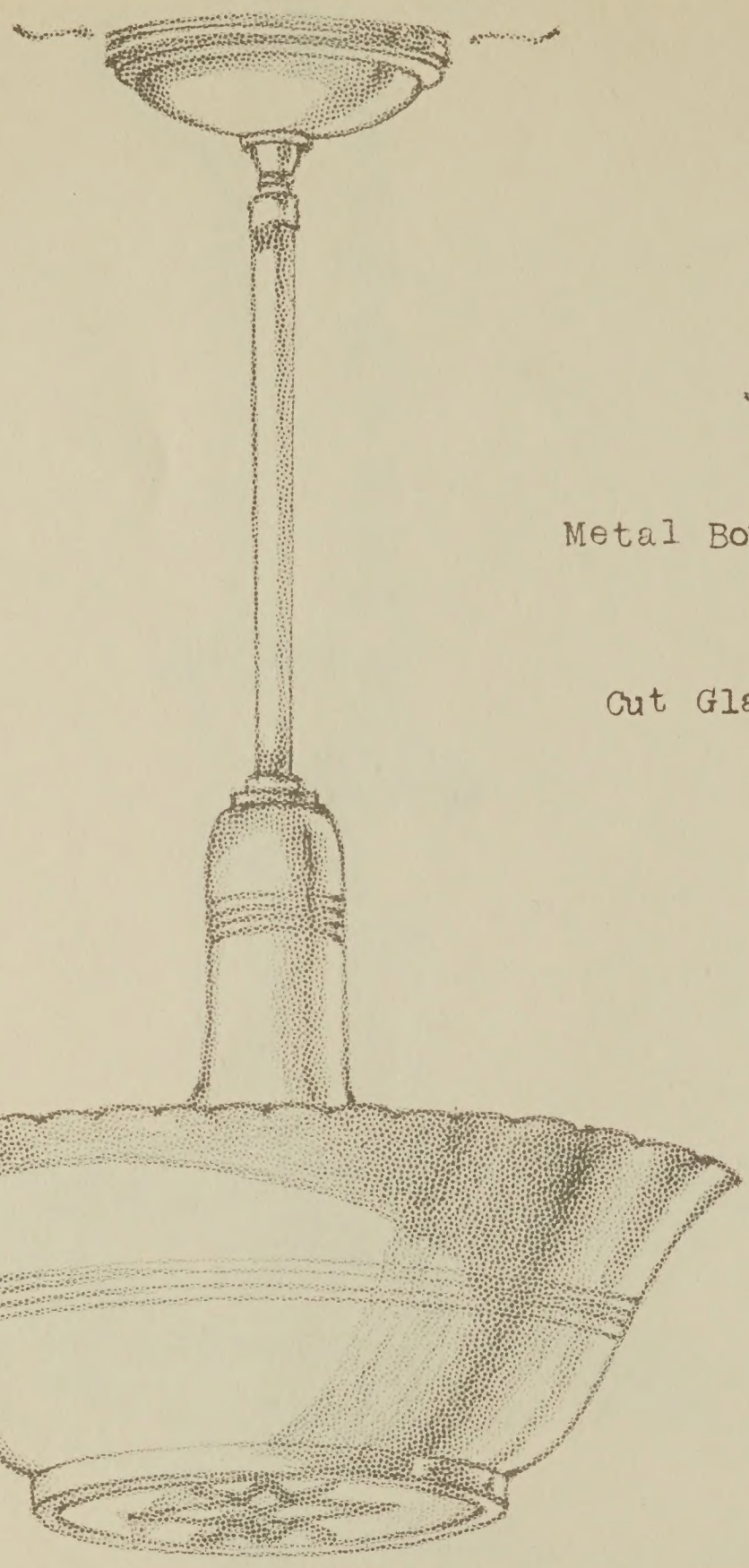
No. 3930 A

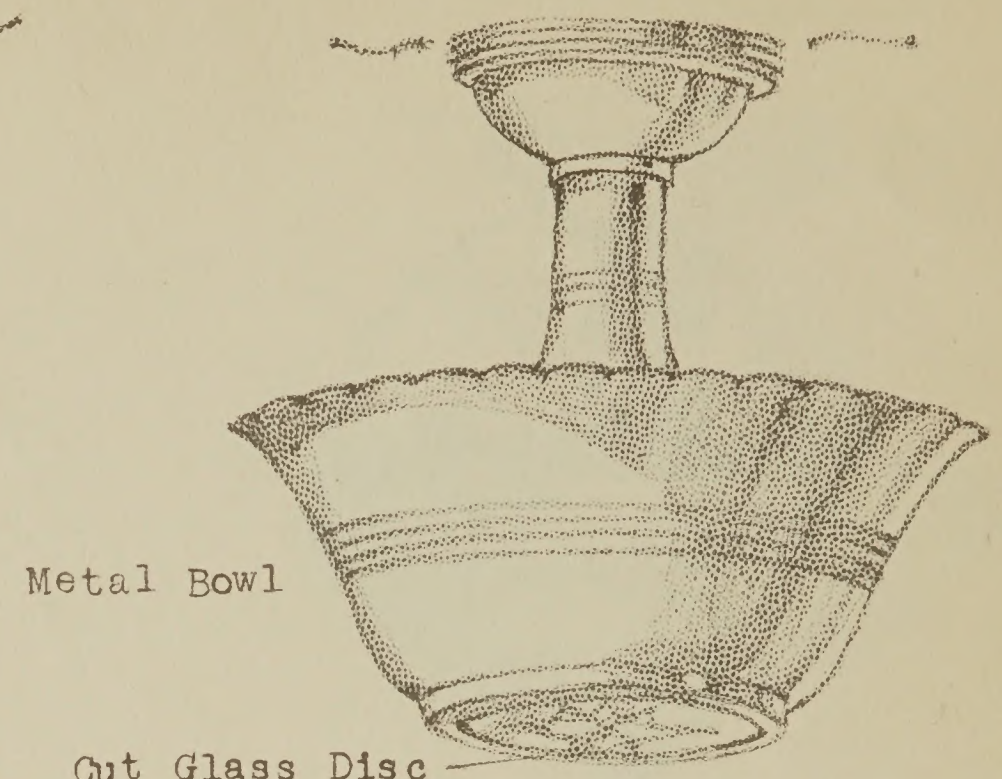
Length 36" Width 15½"
Lights 4 200 watt

Cross section showing arrangement of mirror beetleware cylinder and lights



FINISHES
Pewter & Gold
Empire White & Gold





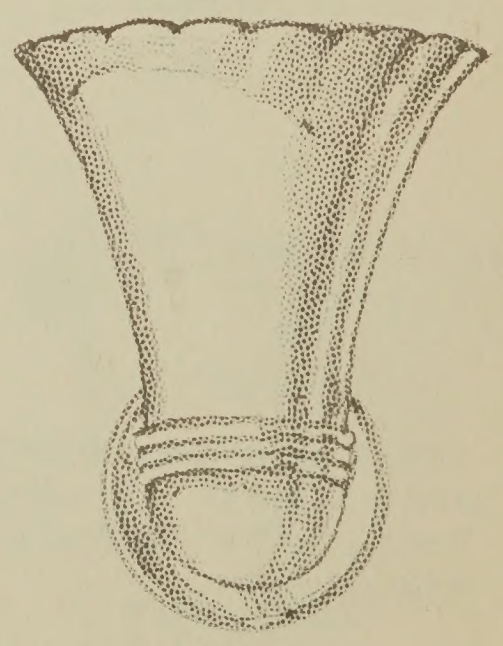
No. 2948 B

Length 10½"
Width 12"
GLASS: Crystal frosted
cut design
Lights 1- 100 watt

No. 2940 B

Length 36" Width 16"
GLASS: Crystal frosted
cut design
Lights 1-200 watt

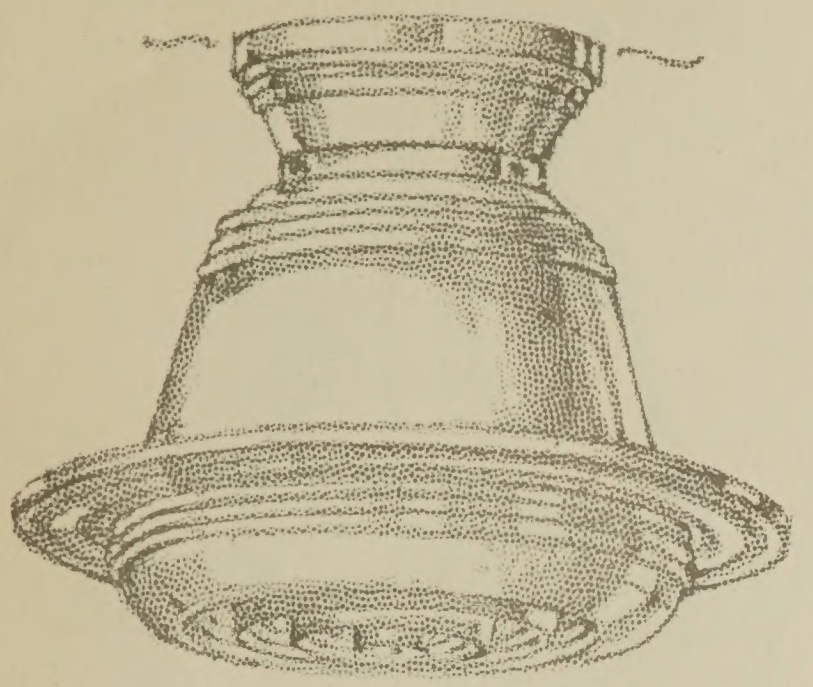
FINISHES
Bronze & Gold
Pewter & Gold



No. 2941 B

Back plate 8¼" x 7¼"
Projects 4¼"

1/4 Scale

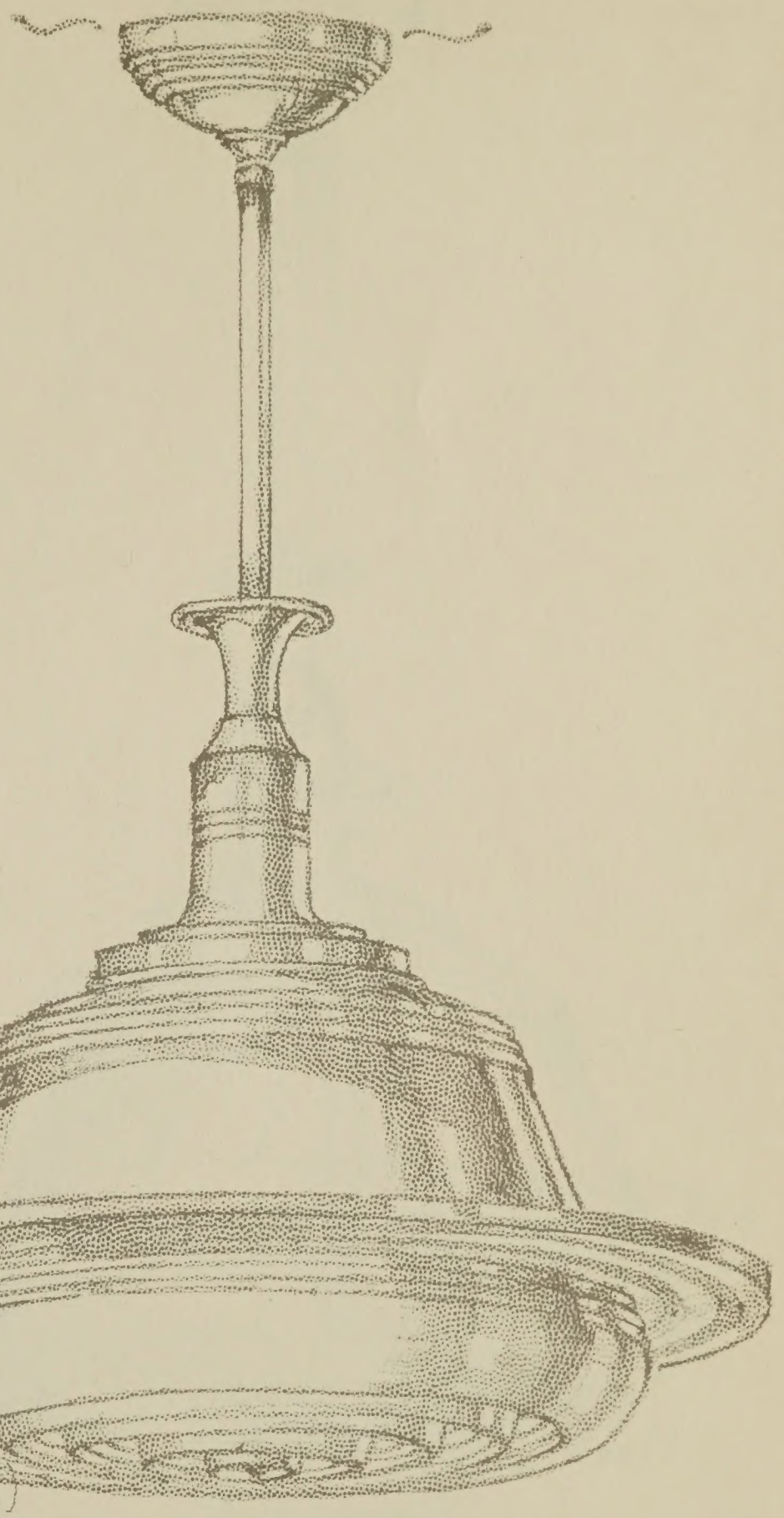


No. 1097 A

Length 8-1/2"
Width 12"

Finish: Standard

Louvre: 12" crystal
frosted clear lines



Glass Louvre

Clear

No. 1096 A

Length 36"
Width 19"

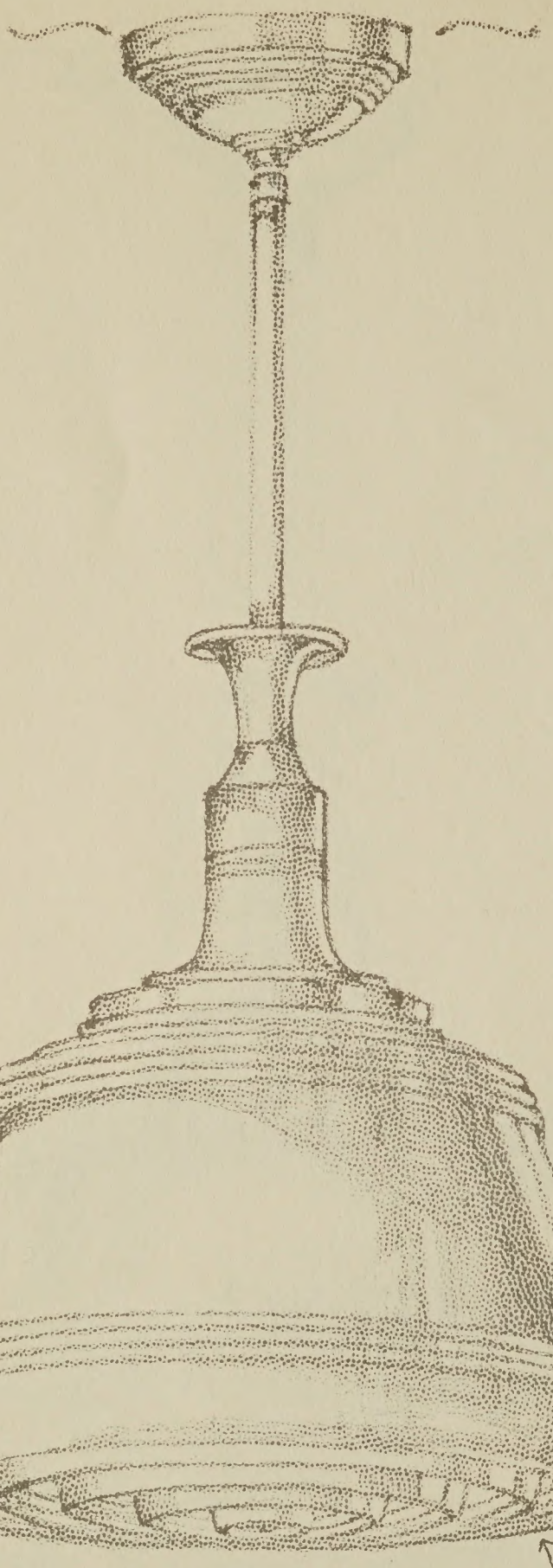
Finish: Polished Alum.
Satin Alum.
Alum. Hylite

Louvre: 19" crystal
frosted clear lines

GLASS Only
Amelux- Louvre bottom

No. 25609		No. 25614
8-3/8"	Width	14-3/8"
8-1/2"	Depth	9"
4"	Fitter	6"

1/4 Scale

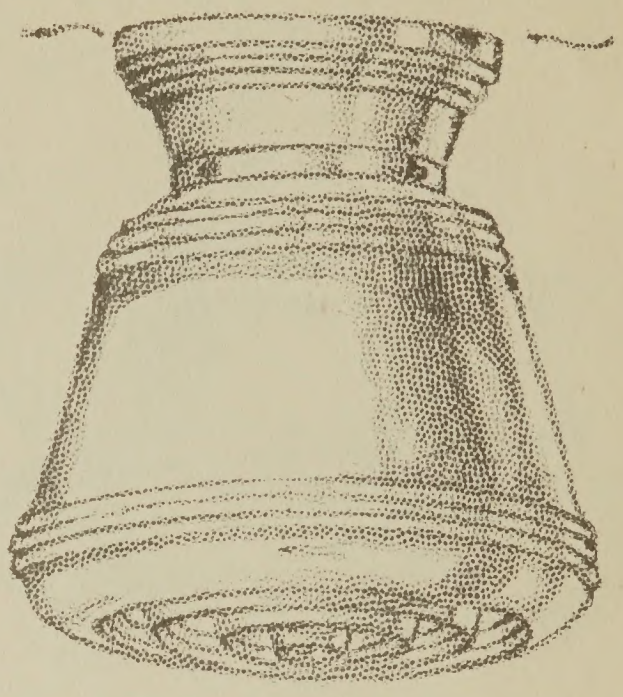


No. 1099 A

Length 36"
Width 14-3/8"

Hanger No. 1021-T A

GLASS No. 25614 Globe
Amelux-Louvre bottom
Depth 9"
Width 14-3/8"
Fitter 6"



No. 1098 A

Width 8-3/8"
Depth 8-1/2"

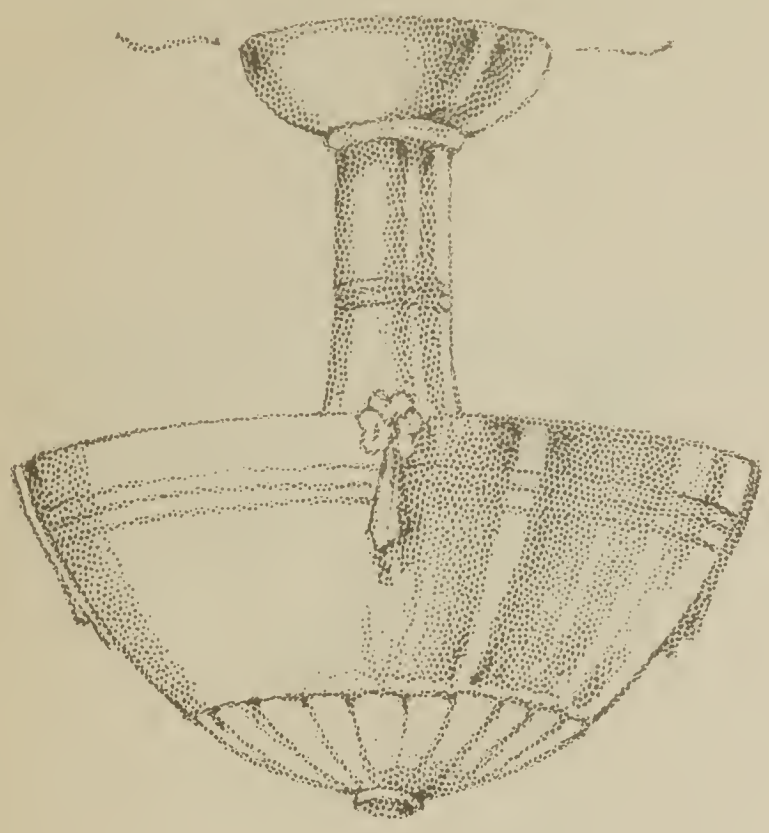
Holder No. 1007 A

GLASS No. 25609
Depth 8-1/2"
Width 8-3/8"
Fitter 4"

FINISHES
Satin Aluminum
Aluminum Hylite
Polished Aluminum

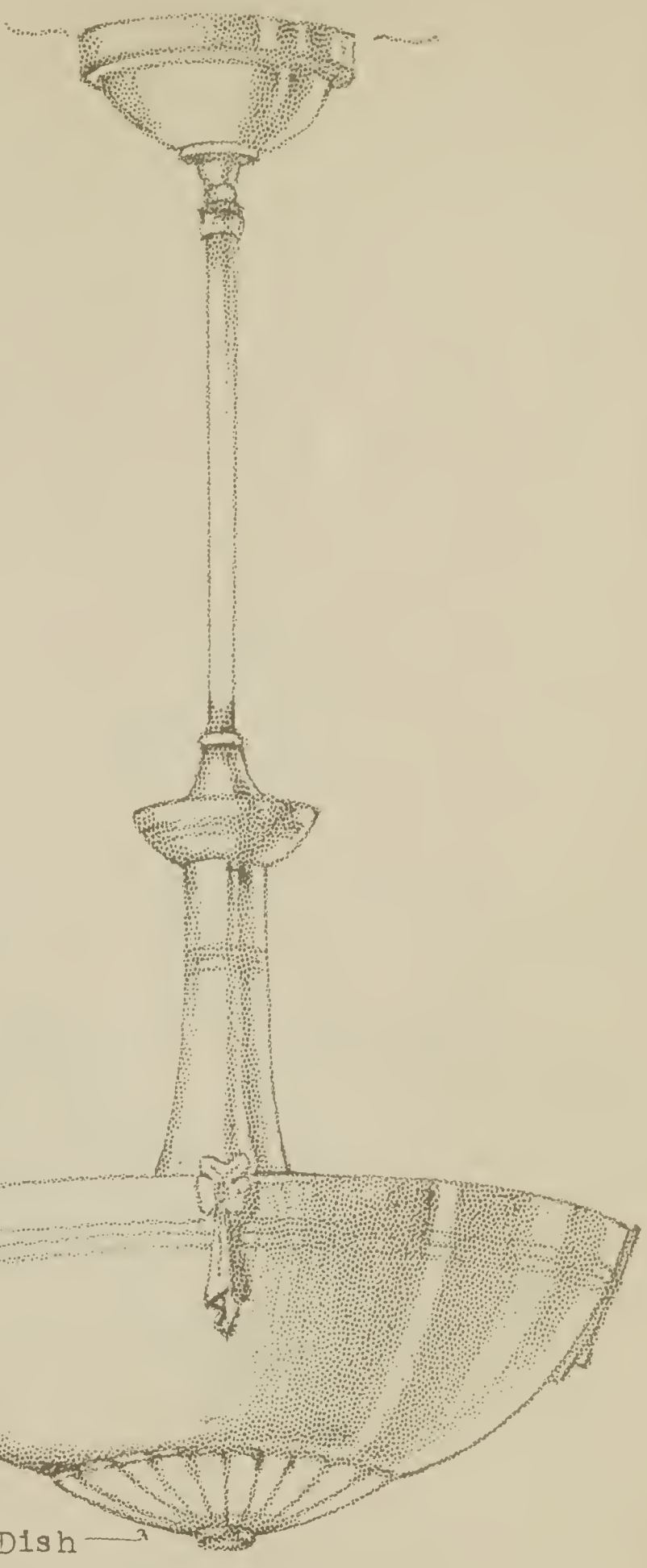
1/4 Scale

1/4 Scale



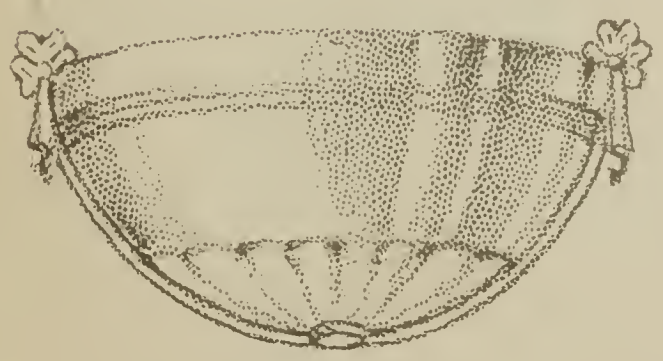
No. 2908 B

Length 11-1/4"
Width 11-1/2"
Lights 1- 100 watt



No. 2930 B

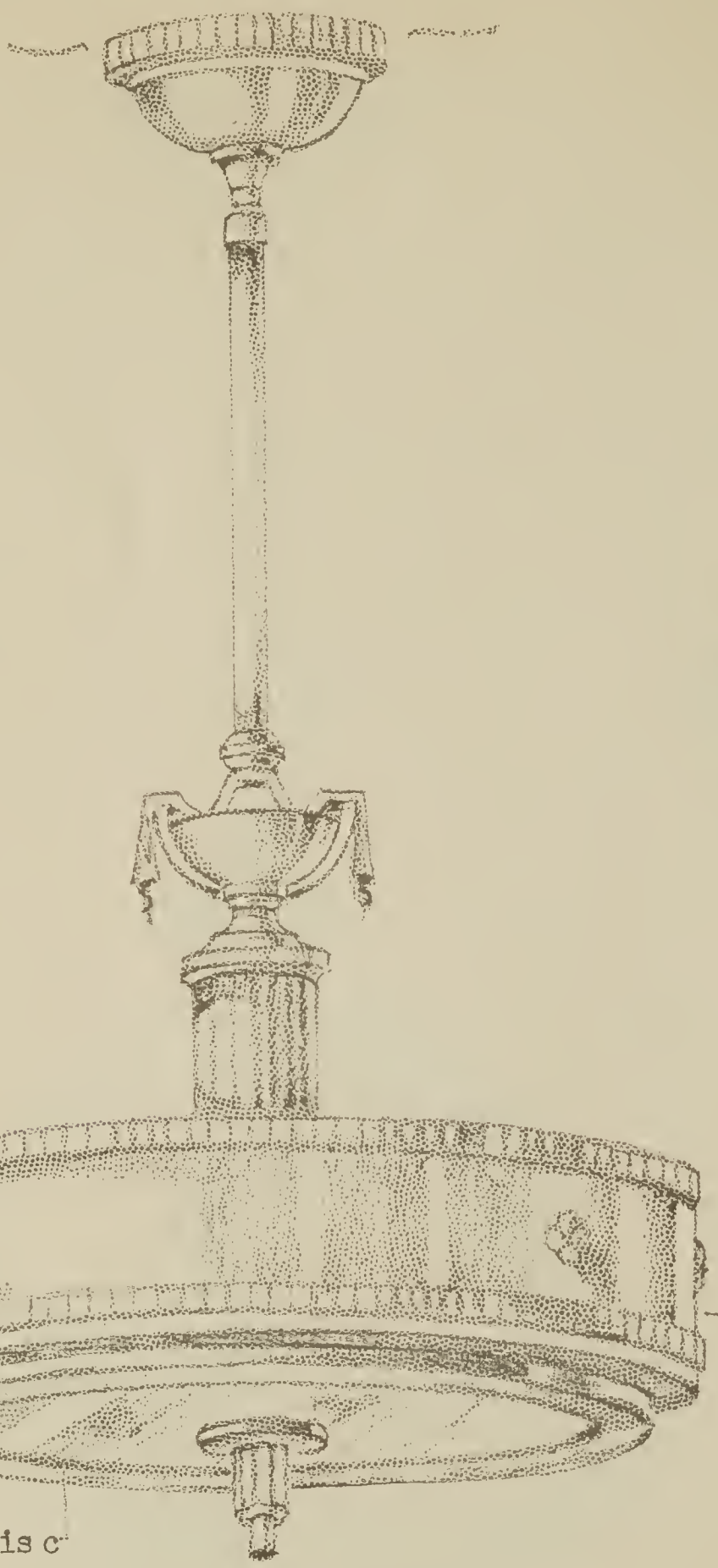
Length 36"
Width 16"
Lights 1- 200 watt
Ferlux bottom dish



No. 2901 B

Backplate 4-3/8"x 9-1/4"
Projects 4-1/2"
Ferlux half bottom dish
Lights 1- 60 watt

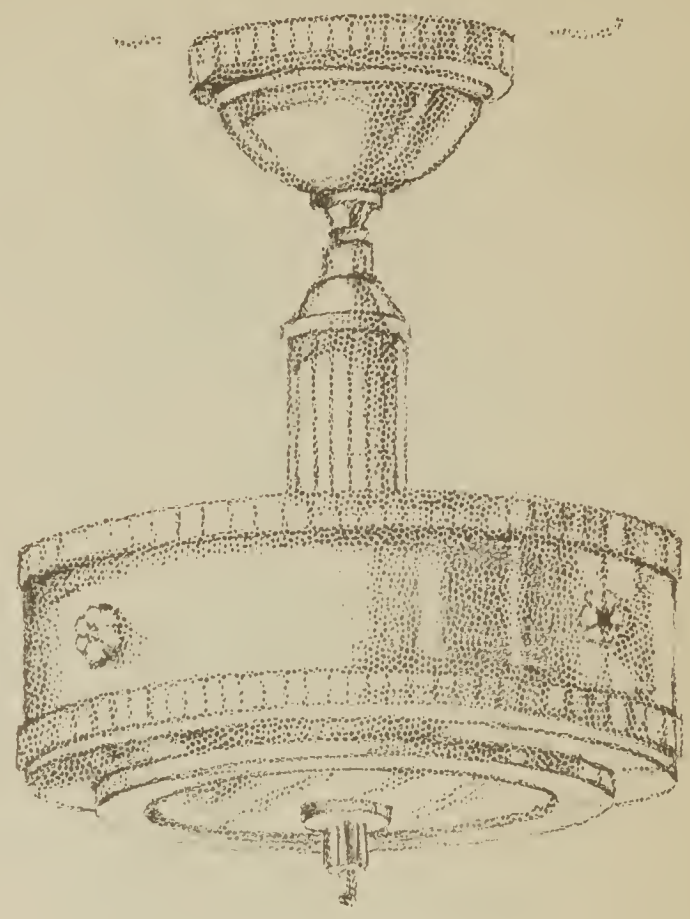
FINISHES
Pewter & Gold
Bronze & Gold



No. 2166 B

Length 36" Lights 4 Width 16"
Flashed opal bottom disc

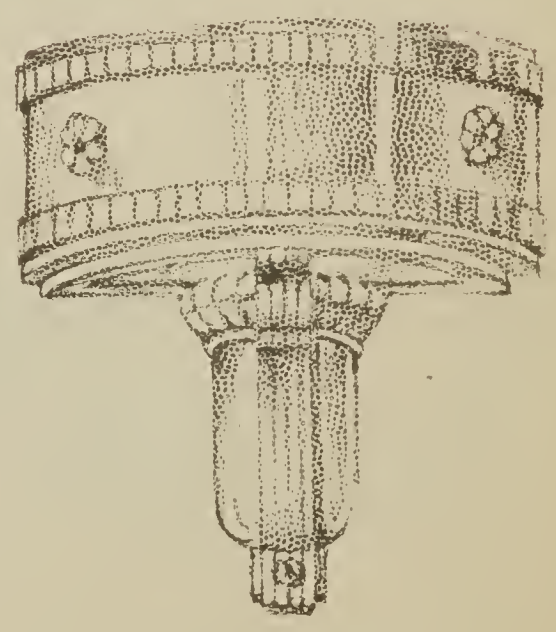
Above fixture made in following sizes
No. 2160 Band 10" diameter
No. 2162 " 12" "
No. 2164 " 14" "



No. 2169 B

Length 12"
Width 10"
Lights 2 - 100 watt

FINISHES
Bronze & Gold
Pewter & Gold
White & Gold



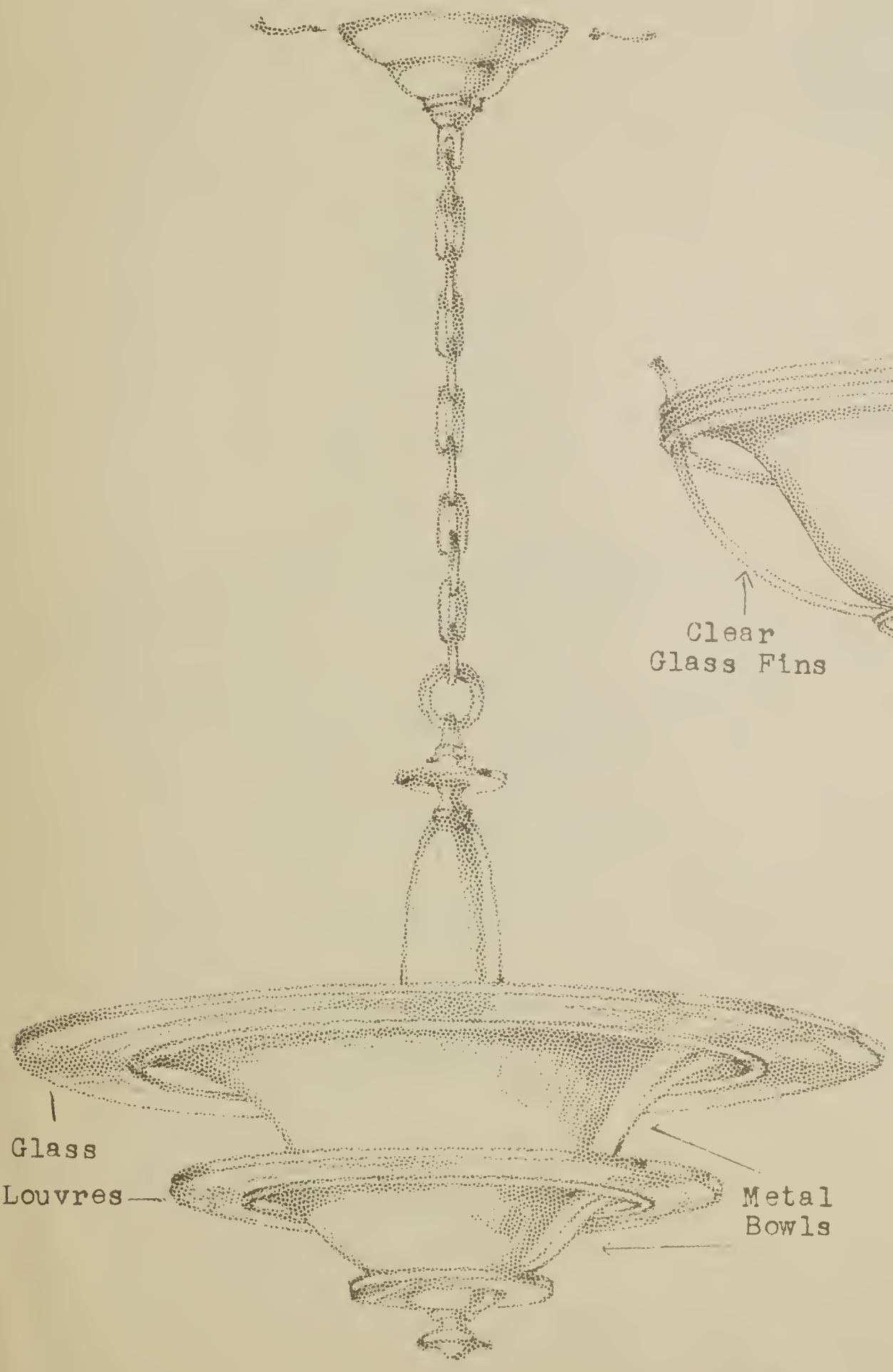
No. 2119 B

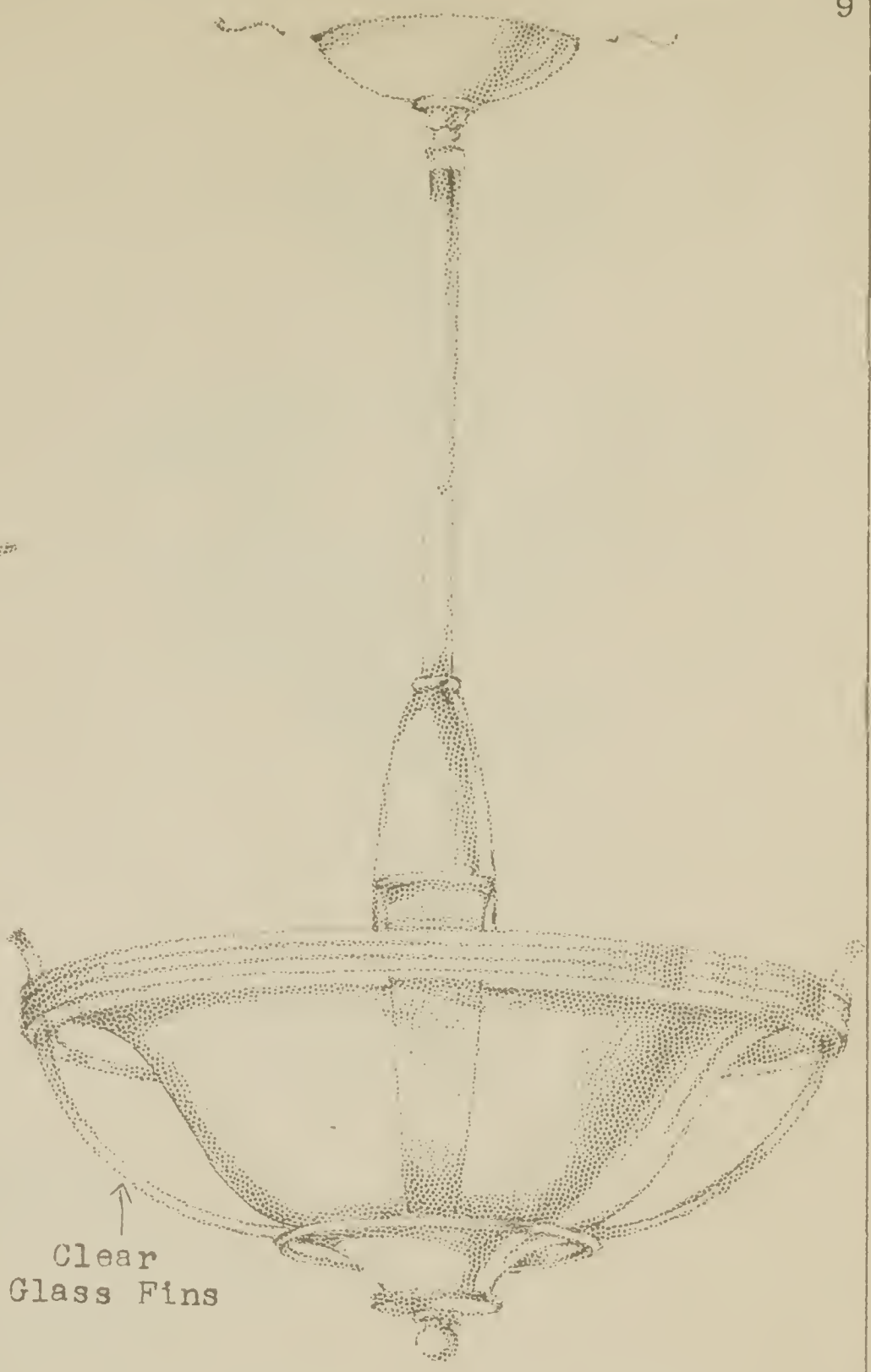
Length 8"
Width 7-1/2"
Projects 3-1/4"

1/4 Scale

No. 3950A

Length 36" width 19"
3 Frosted Glass Louvres
with clear lines
1 lite-200 watt



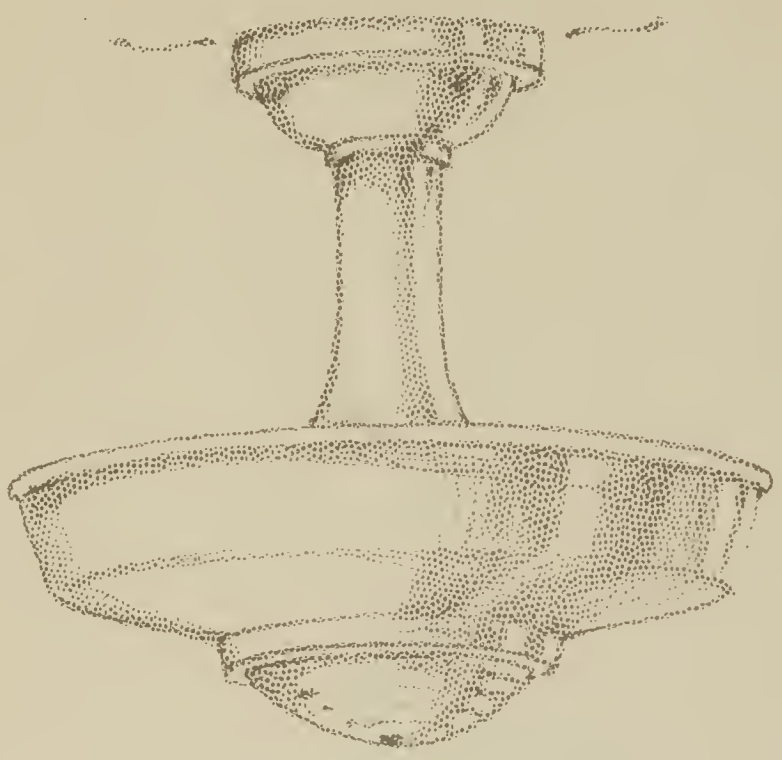


No. 3940A

Length 36" Width 16"
4 Clear Glass Fins
1 light-200 watt

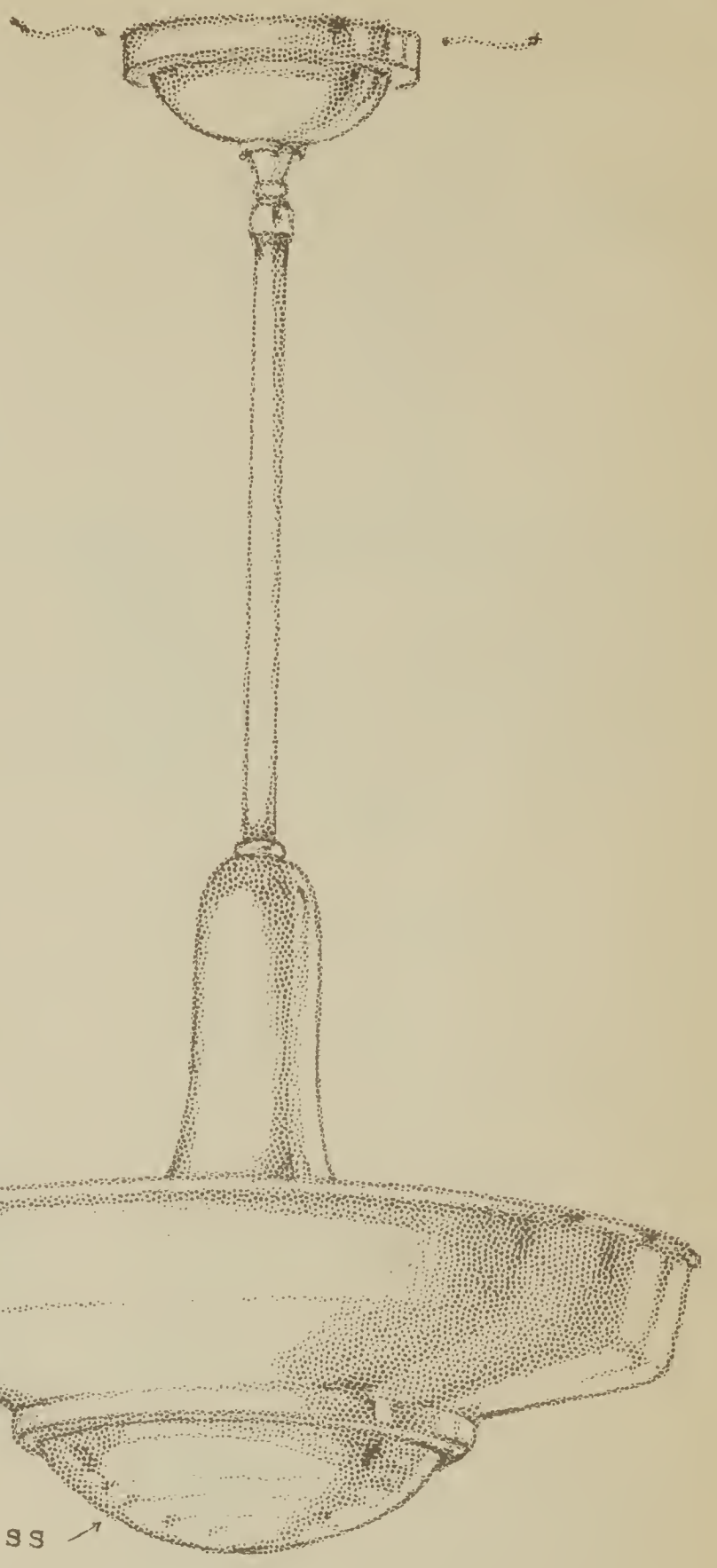
FINISHES

Pewter & Gold
Brushed Aluminum-
Hylighted



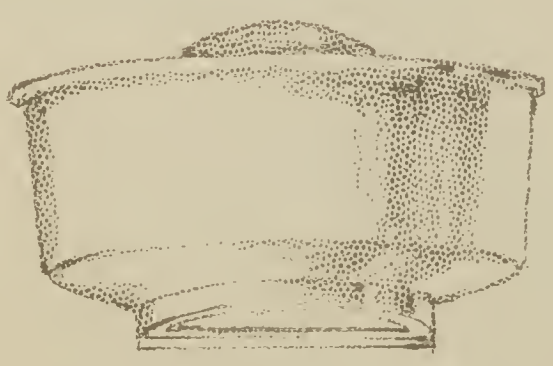
No. 1992A

Length 12"
Width 12"
GLASS: Convex Lense
sanded finish
Lights 1- 100 watt



No. 1996 A

Length 42" Width 16"
GLASS: Convex Lense
sanded finish
Lights 1- 200 watt

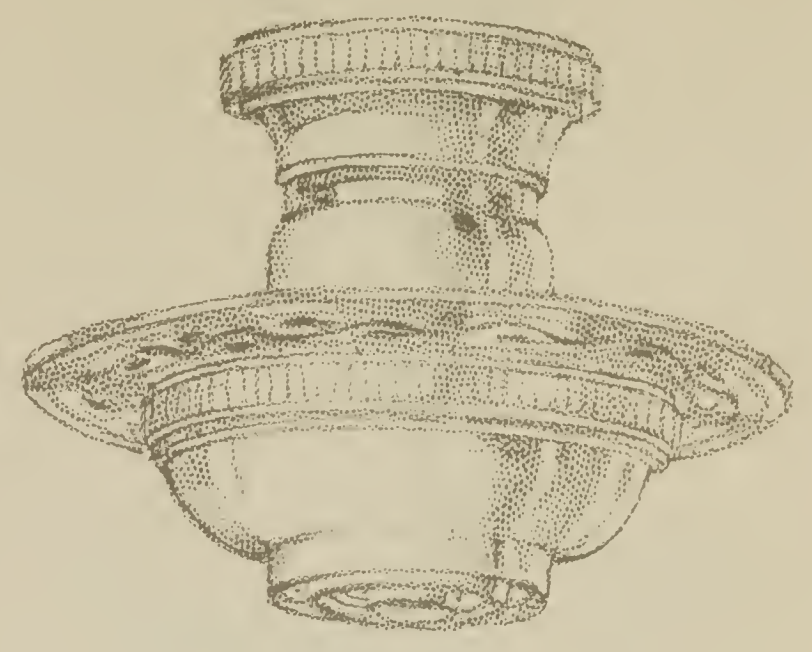


No. 1991 A

Back plate 8"x4-3/4"
Projects 4"
GLASS: Crystal sanded

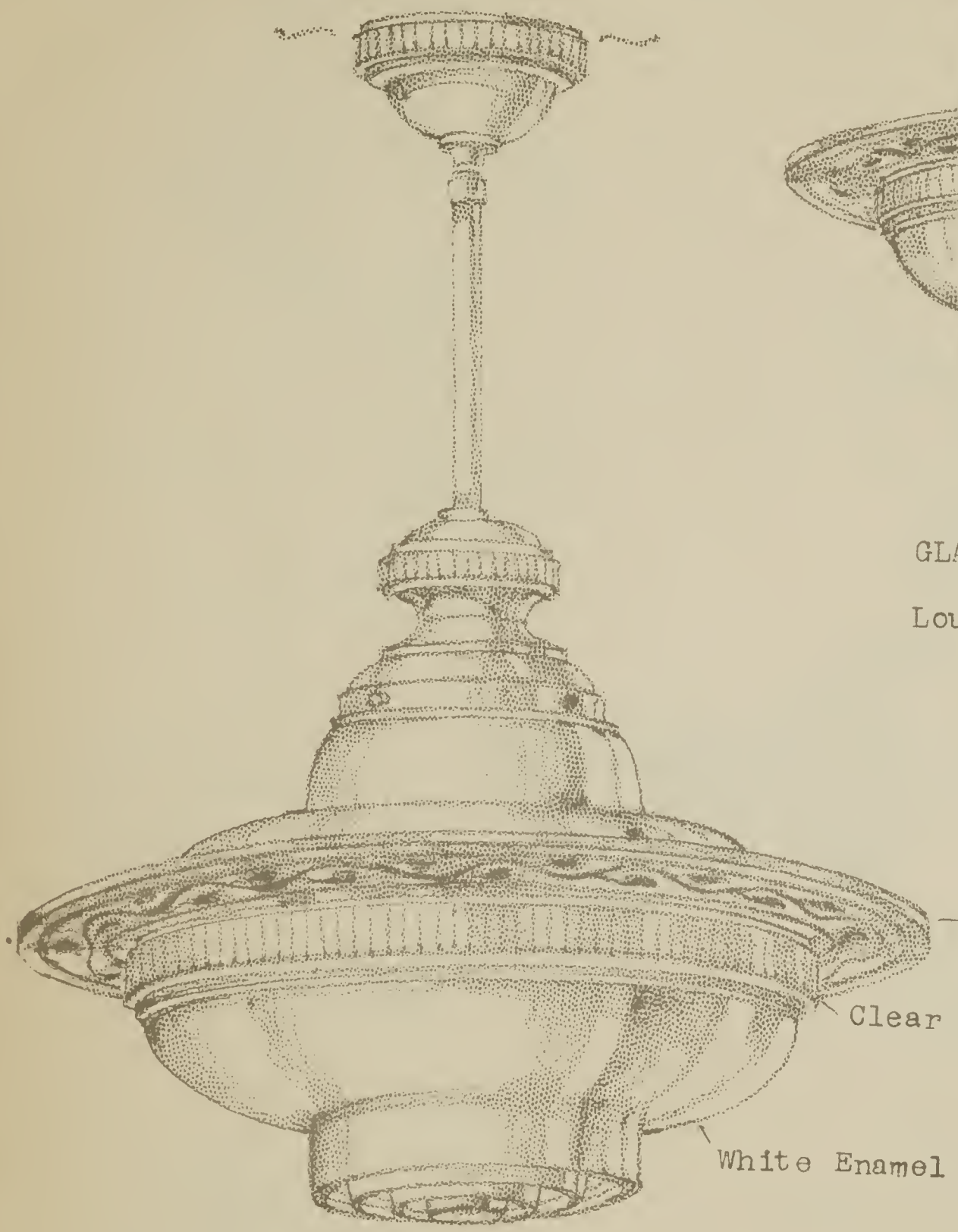
FINISHES
Bronze & Gold
Pewter & Gold

1/4 Scale



No. 1092 B

Length 9"
Width 12"
GLASS: Amelux 8-3/8"
diameter
Louvre: Leaf design



FINISHES
Pewter & Gold
Bronze & Gold

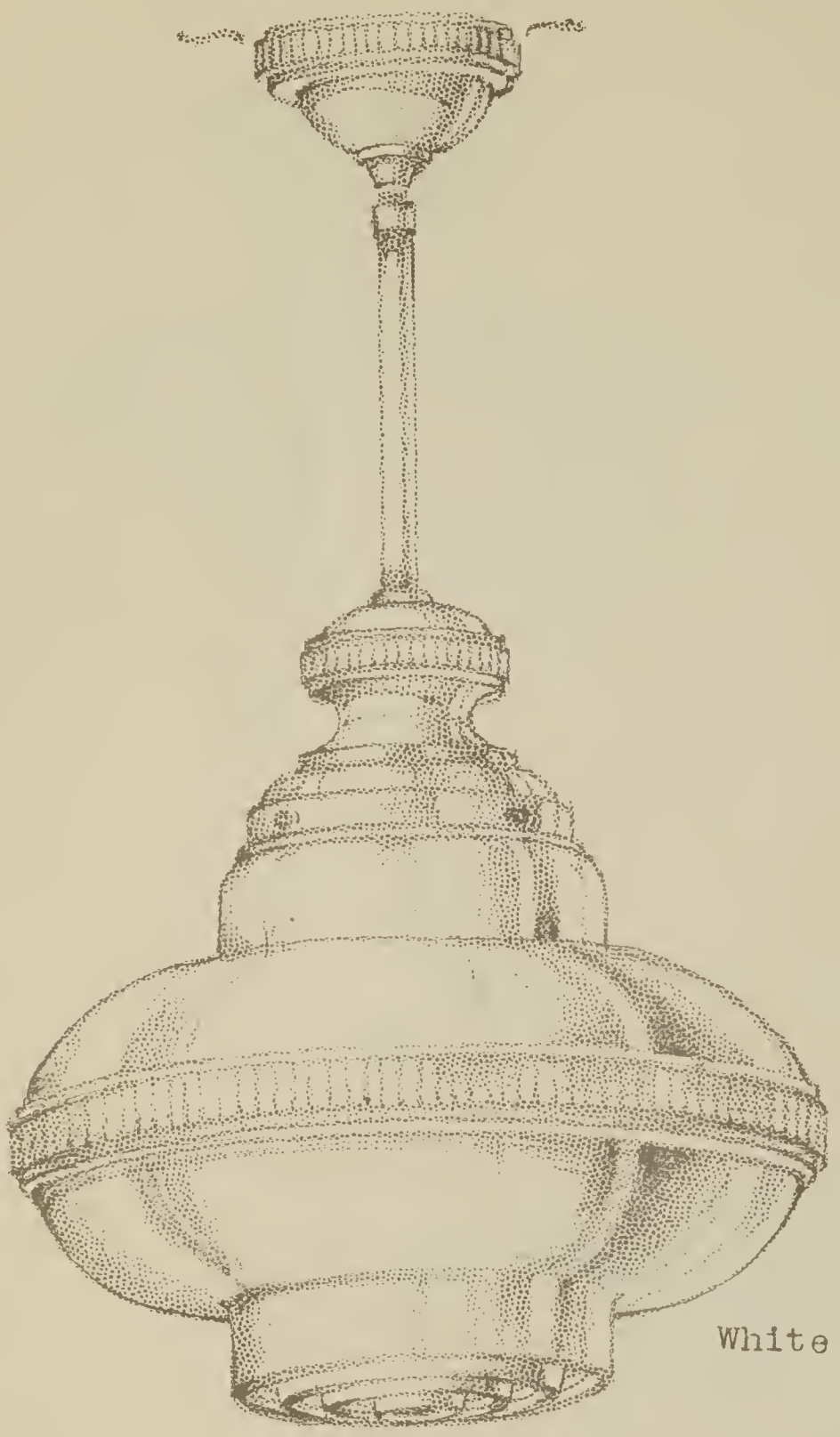
No. 1093 B

Length 42"
Width 18"
GLASS: Amelux 14-3/8"
Globe diameter
Louvre: Crystal frosted
leaf design

No. 1094 B

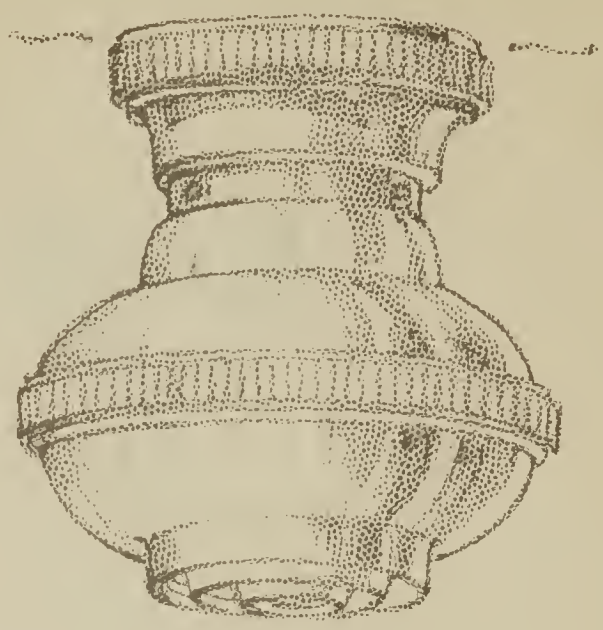
Same as No. 1093 but
with 12-3/8" globe
and 19" louvre
Length 42" - Width 16"
GLASS: Amelux 12-3/8"
diameter

1/4 Scale



Clear

White Enamel



No. 1065 AM

With Amelux glass as shown
Length 9"
Width 8-3/8"

No. 1065 OP

With Opalux glass

No. 1066 AM

Same as No. 1064 but with No.24712-12" globe
Length 42"

No. 1066 OP

With Opalux glass

No. 1064 AM

With Amelux glass as shown
Length 42"
Width 14"

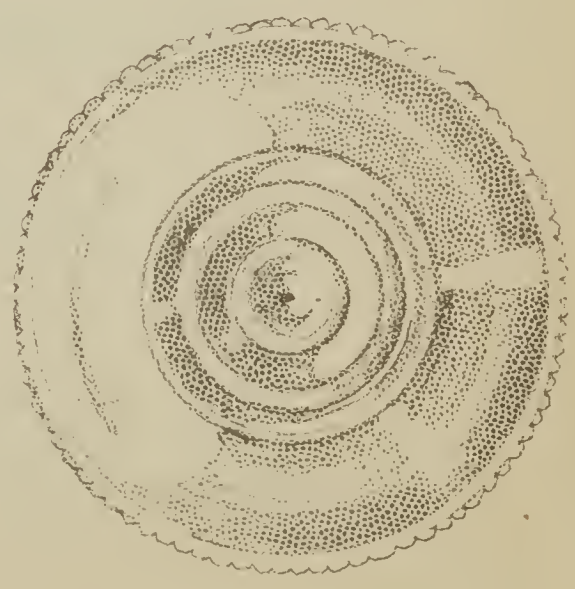
No. 1064 OP

With Opalux glass

GLASS ONLY

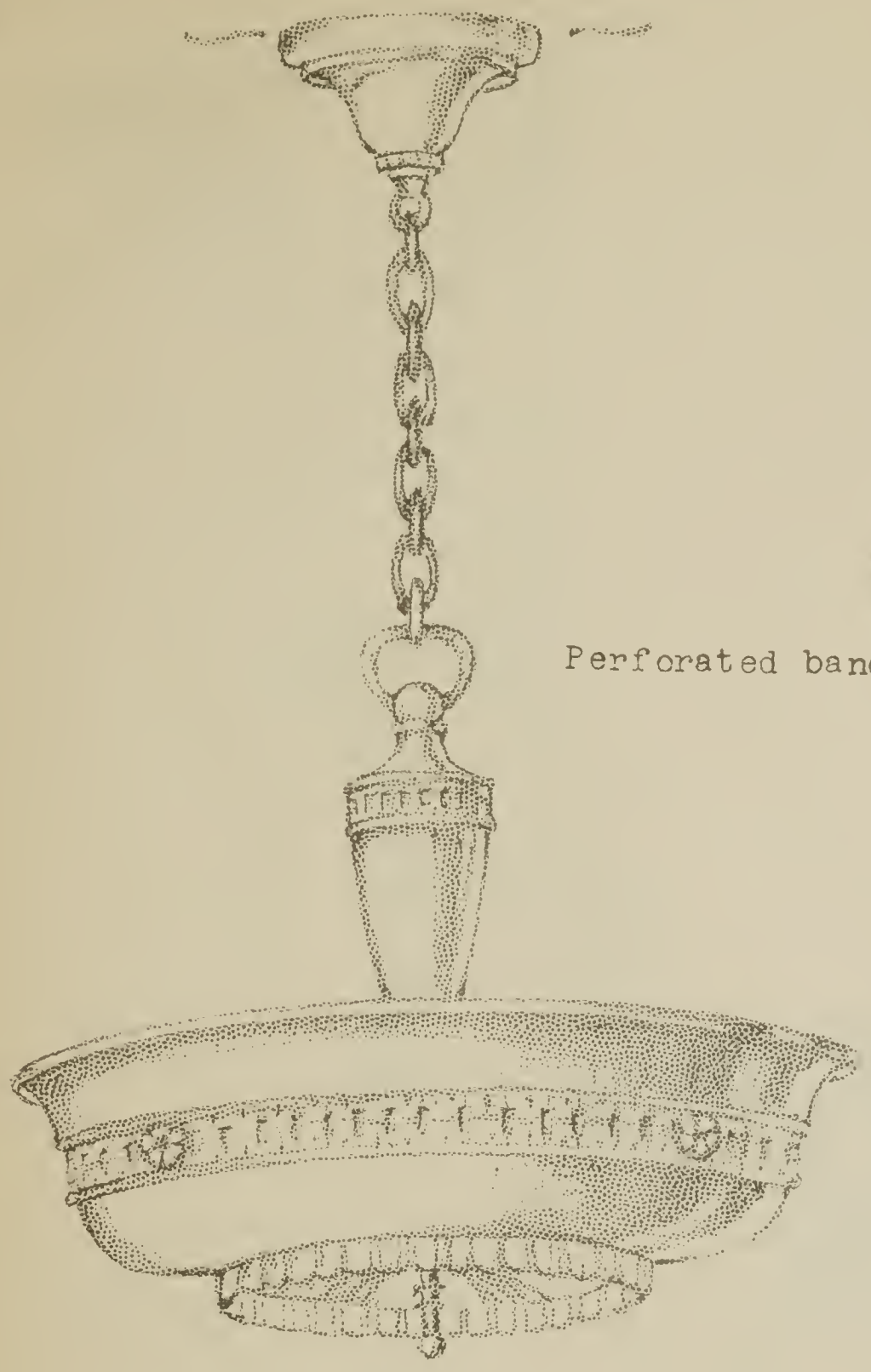
No.	Fitter	Depth	Width
24709	4"	6-3/4"	8-3/8"
24712	6"	9"	12-3/8"
24714	6"	10-3/8"	14-3/8"

Amelux or Opalux Glass



Bottom View of Glass

1/4 Scale



No. 3400 A

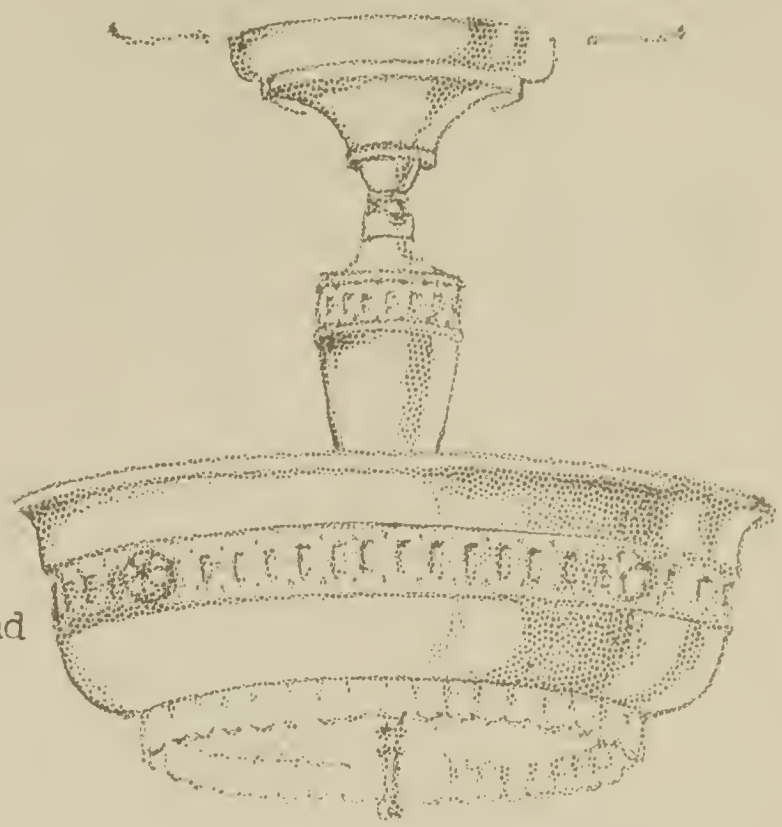
Length 36" Width 16"
Lights 4

No. 3405 A

Like No. 3400 A
but semi-flush
Length 14½"

FINISHES
Pewter & Gold
Bronze & Gold
Empire White & Gold

Perforated band

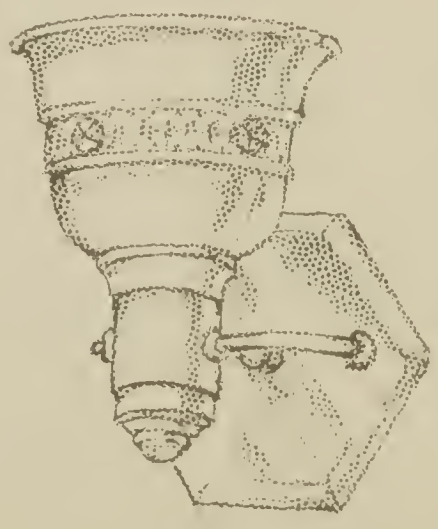


No. 3406 A

Length 12" Width 12"
Lights 2

No. 3403 A

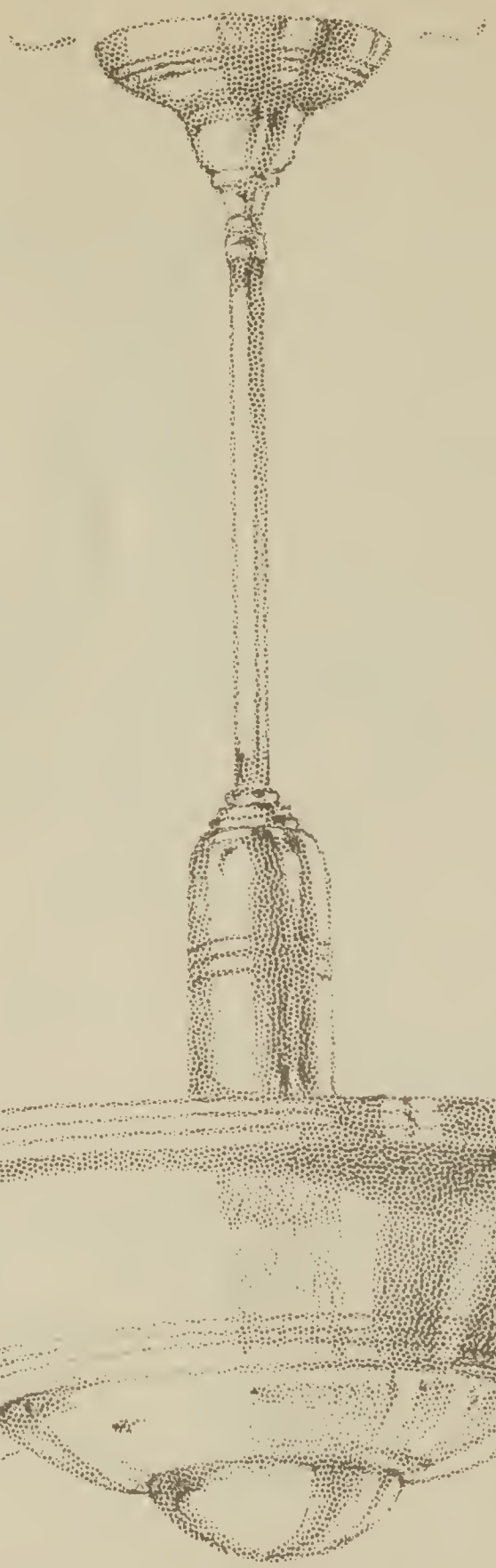
Like No. 3406 A
but on chain



No. 3401 A

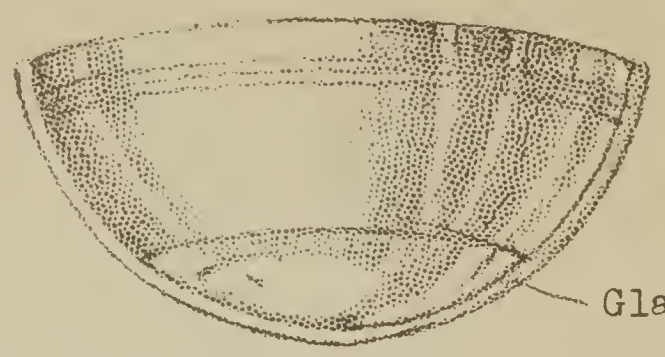
Back plate 5-1/4"
Projects 6-1/4"

1/4 Scale



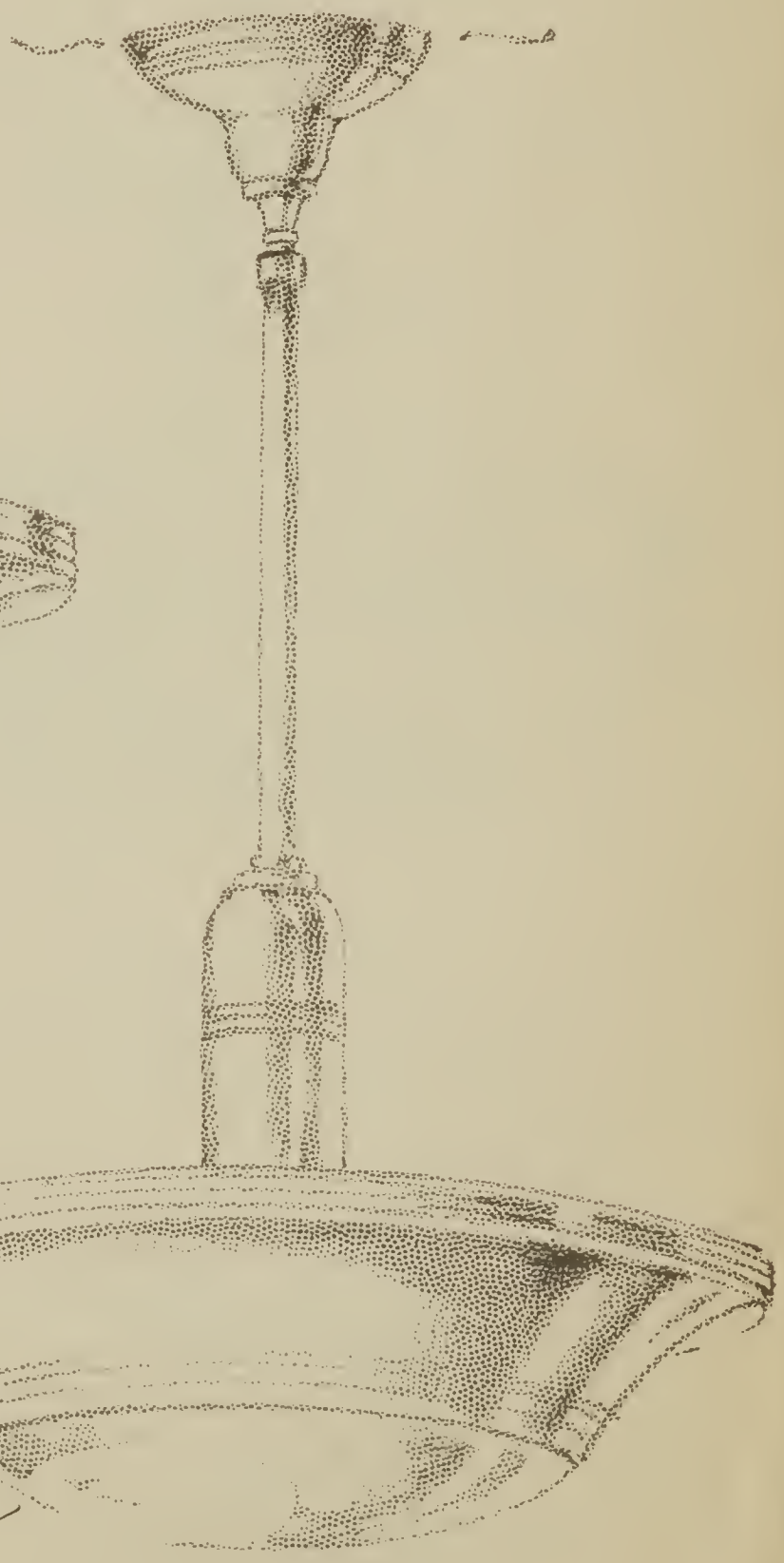
No. 1020A

Length 42"
Width 18"
GLASS: Flashed Opal
Lights: 200-300 watts



No. 1031B

Back plate 10"x4½"
Projects 4½"
GLASS: Flashed Opal

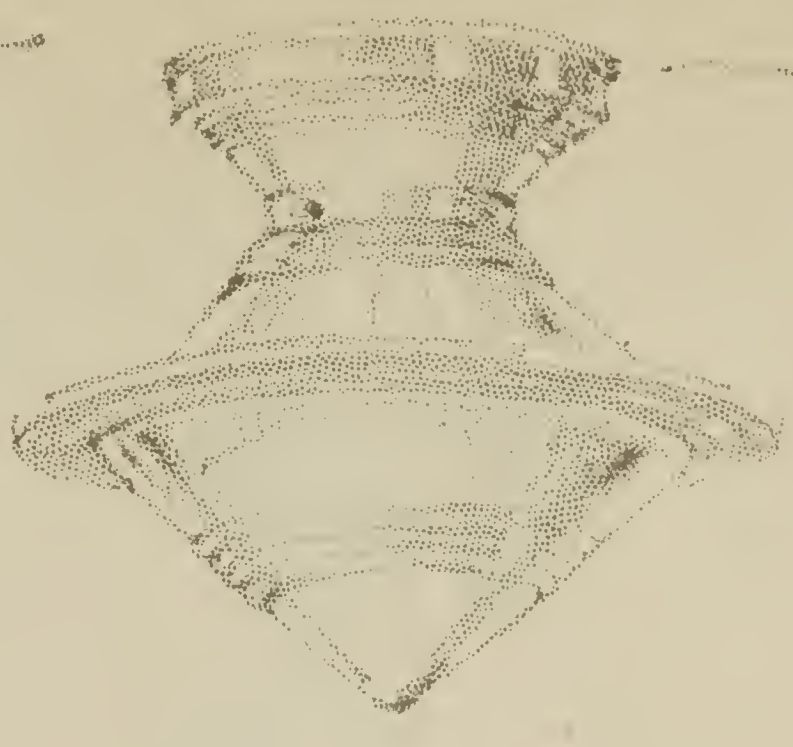


No. 1030A

Length 42" Width 16"
GLASS: Flashed Opal

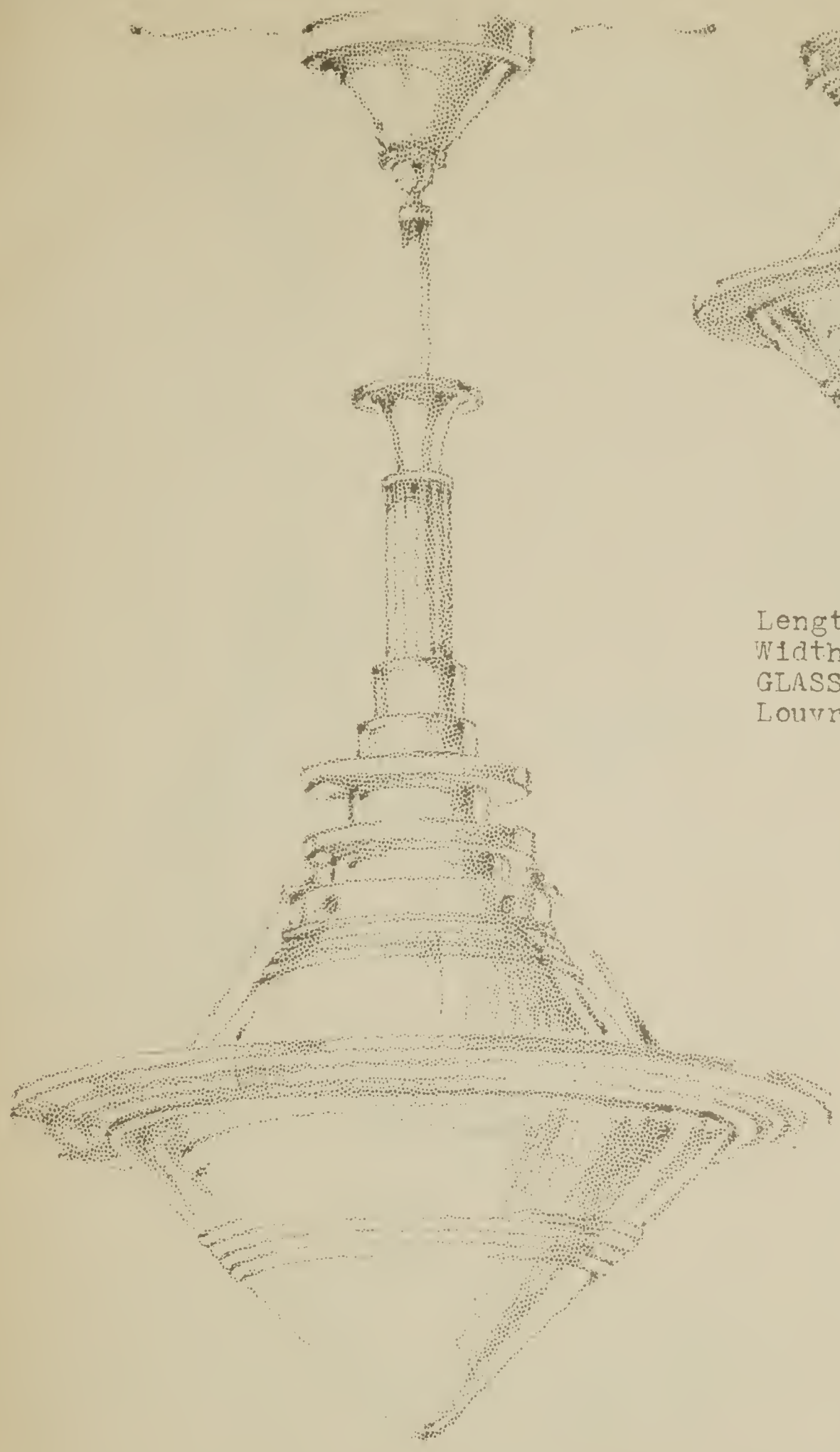
FINISHES
Aluminum Hylite
Brushed Aluminum

1/4 Scale



No. 1024 A

Length 10"
Width 12"
GLASS: Opalux
Louvre: 12" crystal frosted
clear lines

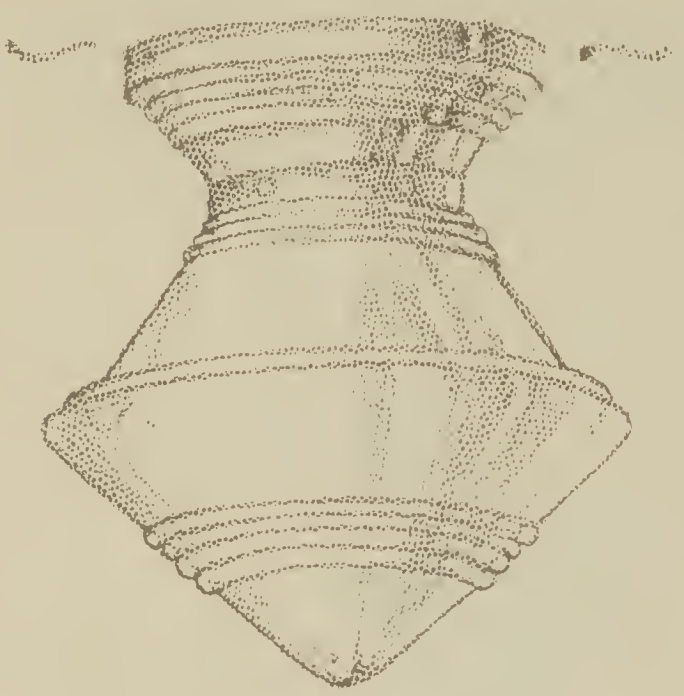


Glass Circle

No. 1022A

Length 42"
Width 18"
Finish: Polished Alum.
& Black
Glass: Opalux
Louvre: 18" crystal frosted
clear lines

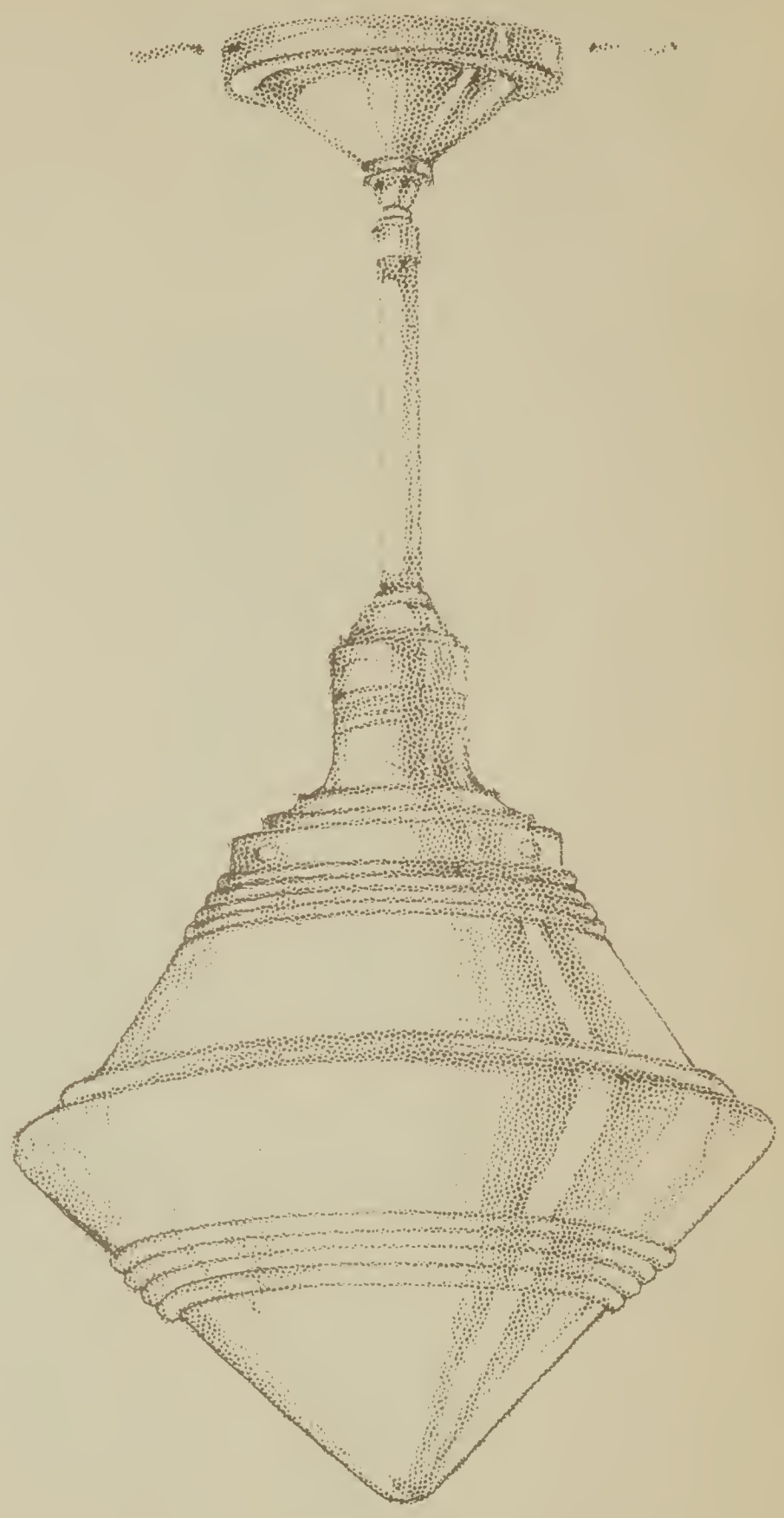
1/4 Scale



No. 1007/24209

Length 10"
Width 9-3/8"

FINISHES
Polished Aluminum
Aluminum Hylite



No. 1021A

Length 42"
Width 14"

GLASSWARE ONLY

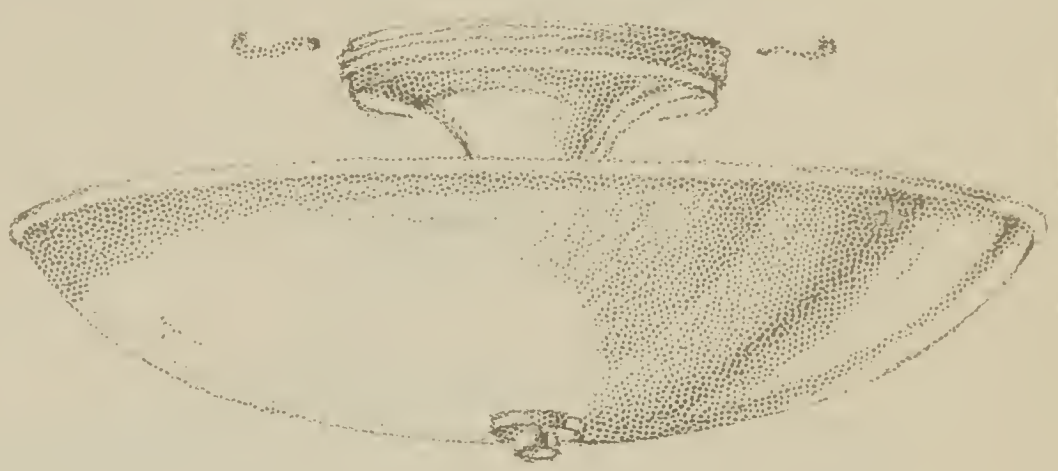
Number	Depth	Width	Fitter
24209	8"	9½"	4"
24214	14"	14"	6"

Opalux

1/4 Scale

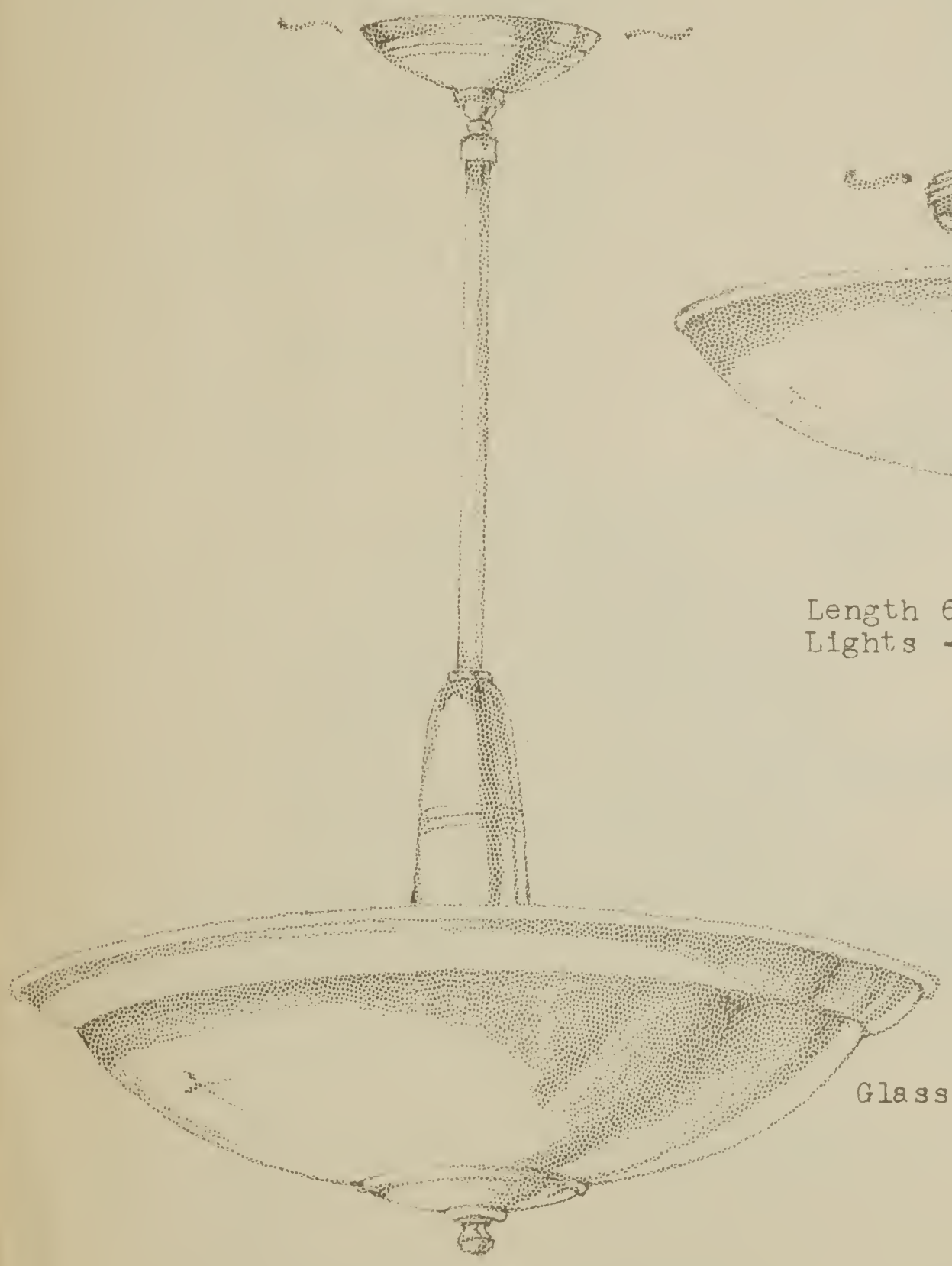
No. 3606 B

Length 4½" Width 17"
Lights - 5 40 watt each



No. 3603 B

Length 6½" Width 16-3/8"
Lights - 5 40 watts each



Metal Band

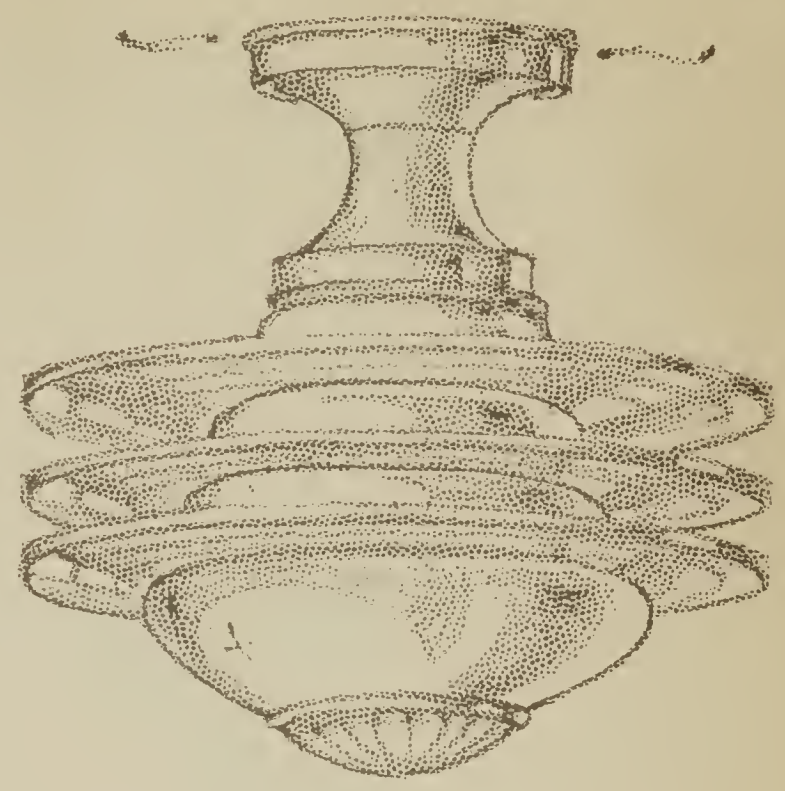
Glass Dish

No. 3618 B

Length 36" Width 19¼"
Lights - 1 200 watts

FINISHES
Polished Chrome
Bronze

1/4 Scale

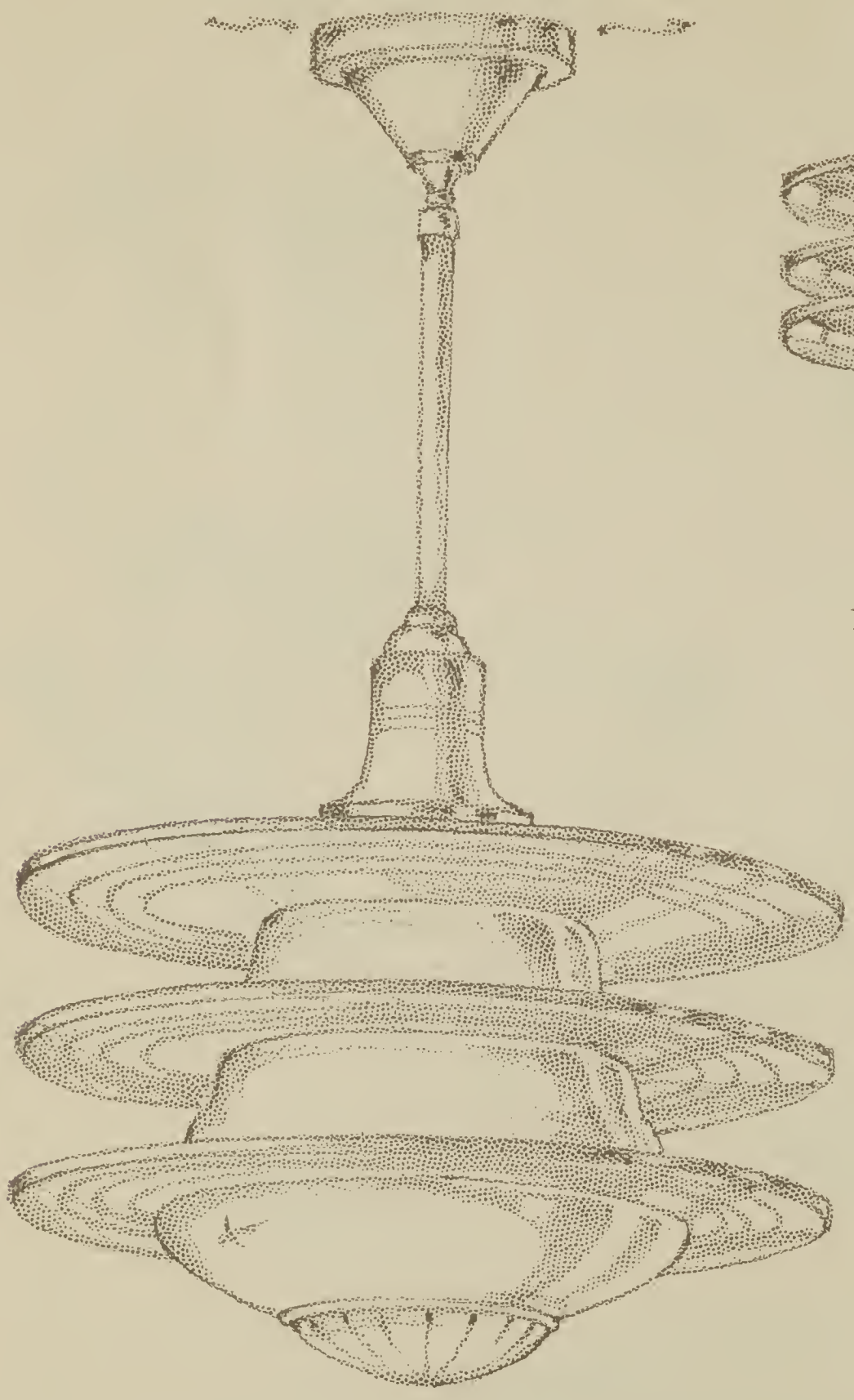


No. 1076 A

Length 12" Width 12"

No. 1078

Same as above
but on hanger



Glass Circle

No. 1077 A

Length 36" Width 16"
3 frosted crystal louvre-clear lines
Opal glass globe-Frosted crystal bottom

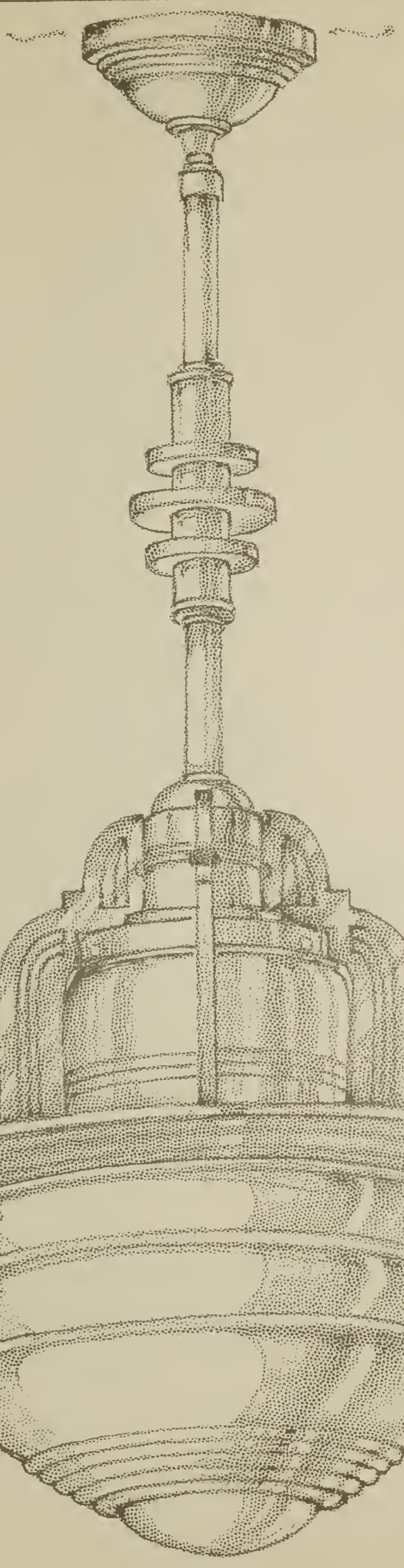
No. 1079 A

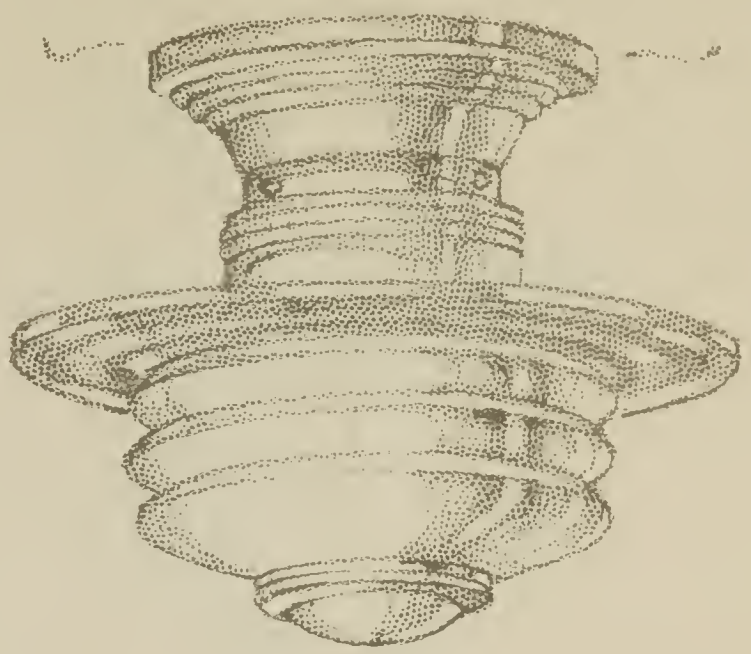
Same as above,
but made flush

FINISHES
Aluminum Hylite
Polished Aluminum

1/4 Scale

1/4 Scale





No. 1002 A

Length 9"
Width 12"
Louvre: crystal frosted
clear lines

Metal Fins

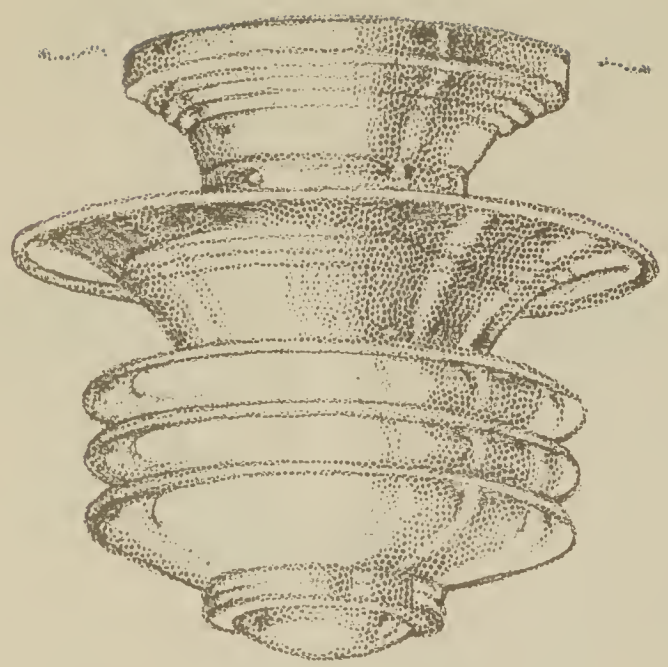
Glass Circle

Glass
Globe

FINISHES
Polished Aluminum
Aluminum Hylite

No. 1012-1/2 A

Length 42" Width 19"

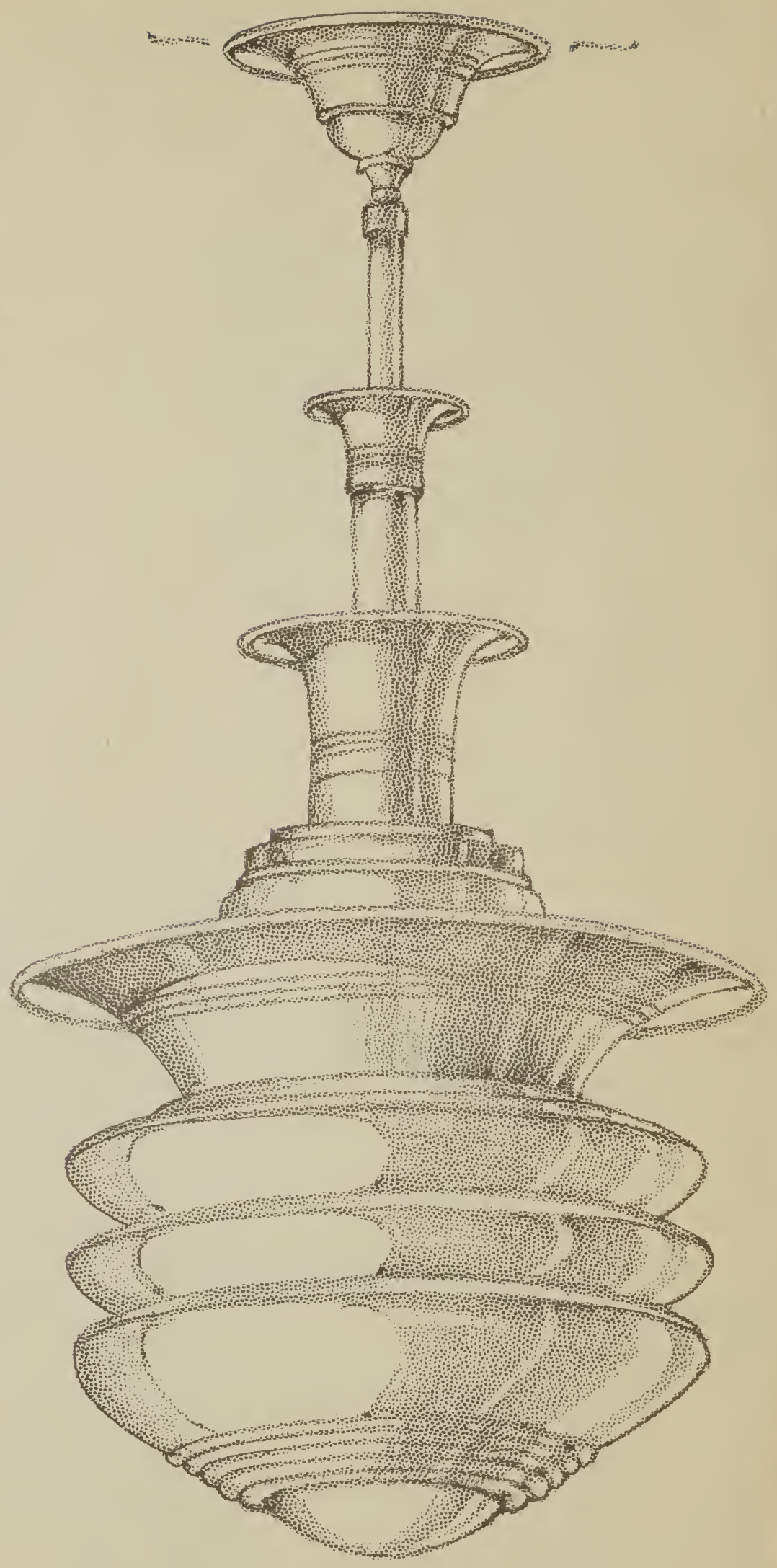


No. 1009-1/2 A

Length 9"
Width 10"

Metal reflector

FINISHES
Pol. Alum. & Gold
Brushed Aluminum



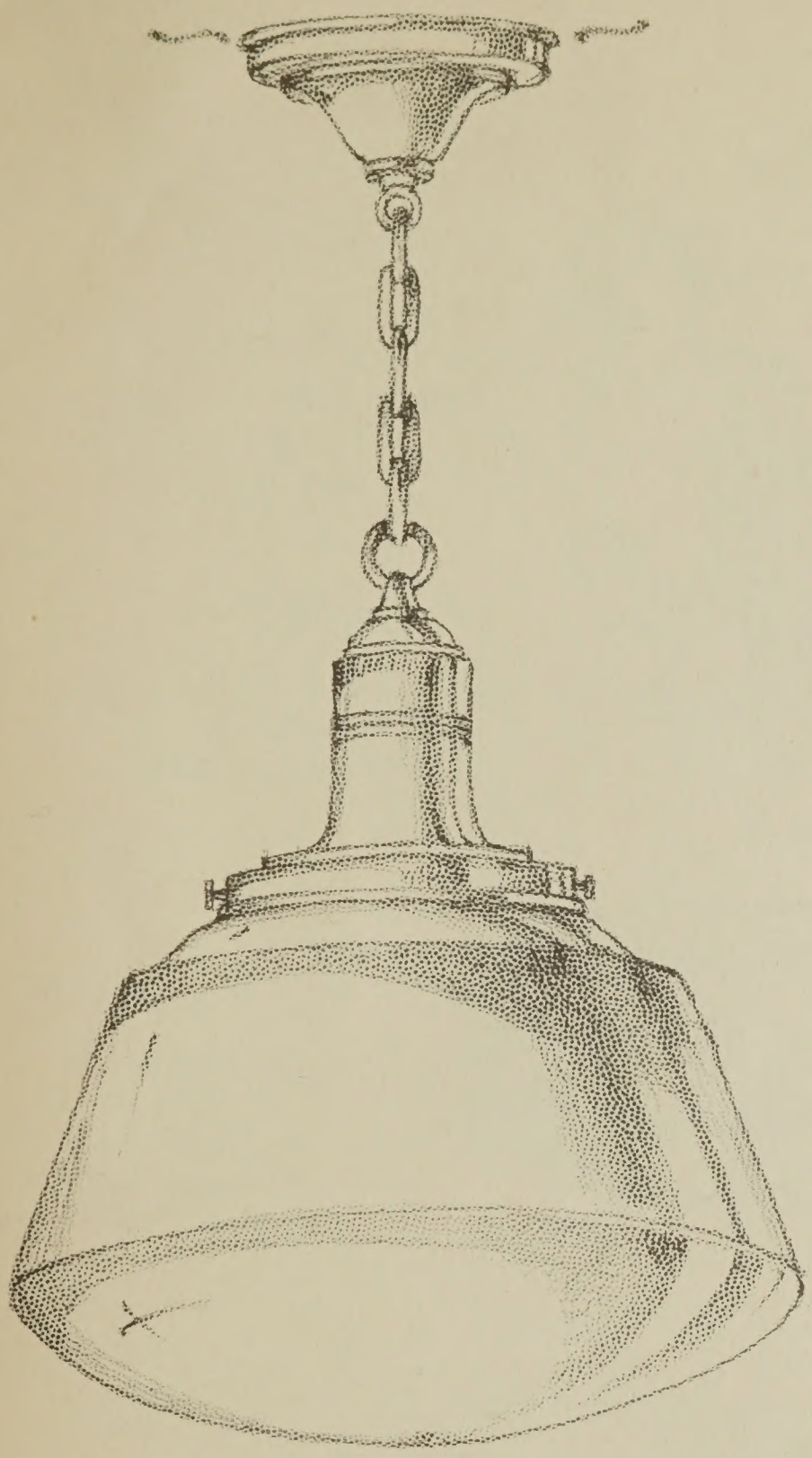
GLASS ONLY

	Depth	Width	Fitter
No.23709	7-1/2"	8"	4"
No.23714	14"	14"	6"

No. 1011-1/2 A

Length 42"
Width 16"
Metal Louvre
Opalux Glass

1/4 Scale



No. 950

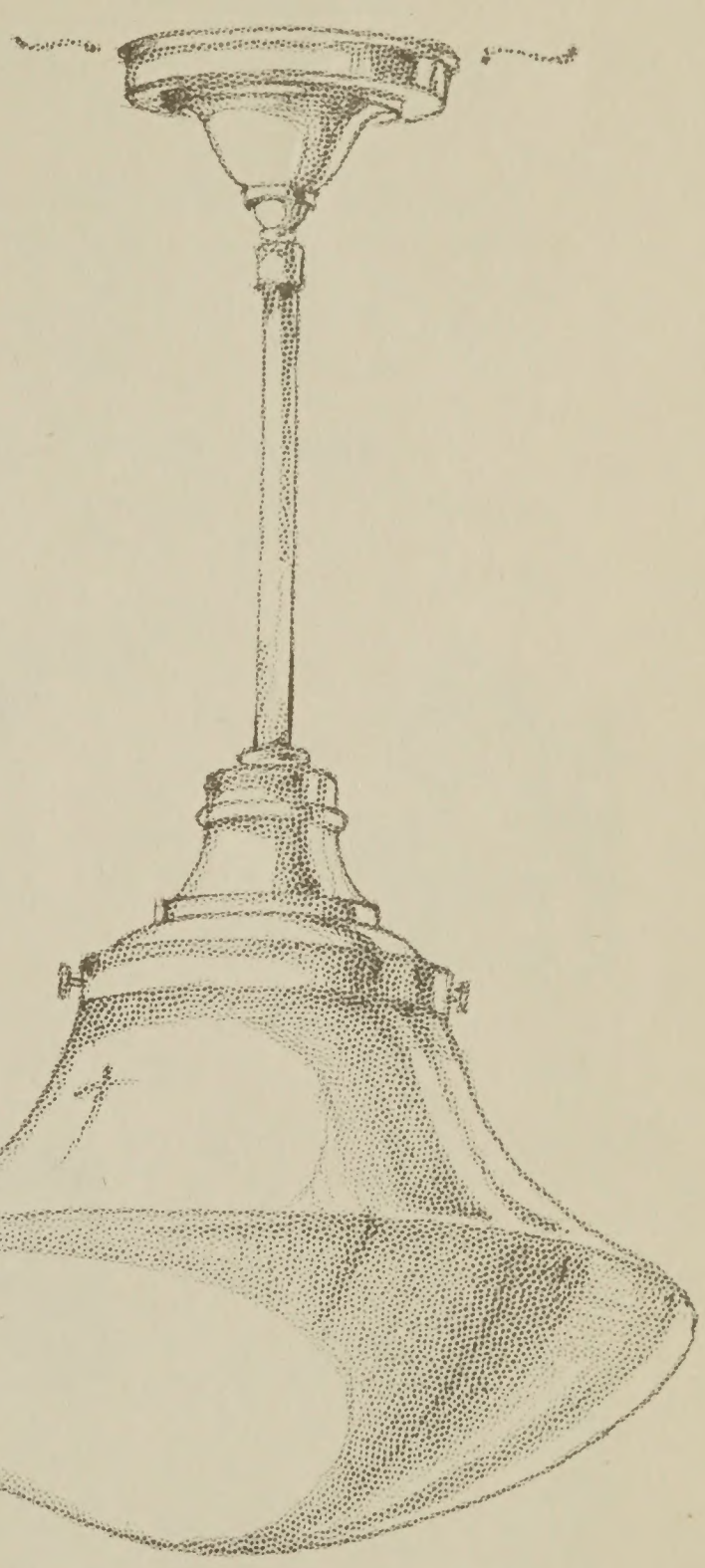
Length 36" Width 14"

The above globe made in the following sizes

No. 15614

No.	Fitter	Depth	Width	Std. Pkg.
15608	4"	6¾"	8"	12
15609	4"	6¾"	9"	12
15610	4" or 6"	7¼"	10"	8
15612	6"	7¾"	12"	4
15614	6"	9¼"	14"	2
15616	6"	12"	16"	1

These globes are made of OPALUX Glass, a single homogeneous layer of opal white glass.



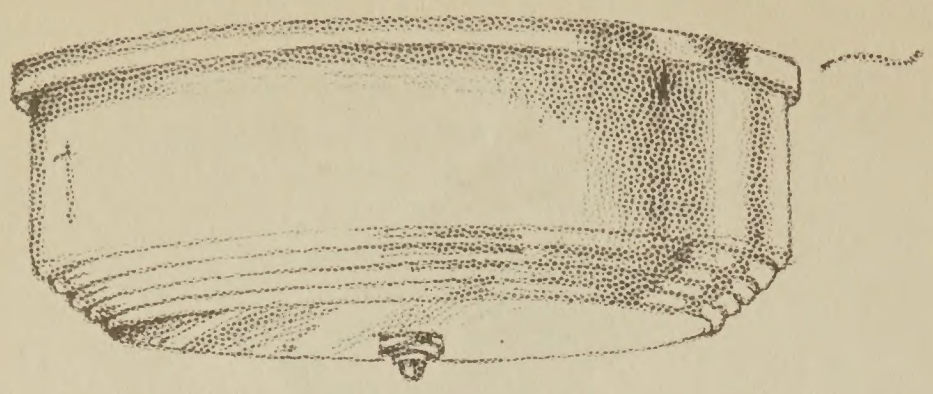
No. 901

Length 36" Width 14"

No. 20114

No.	Fitter	Depth	Width	Std. Pkg.
20108	4"	6⅝"	8⅜"	12
20112	6"	7¾"	10"	4
20114	6"	10½"	14"	2
20116	6"	12"	16"	1

1/4 Scale

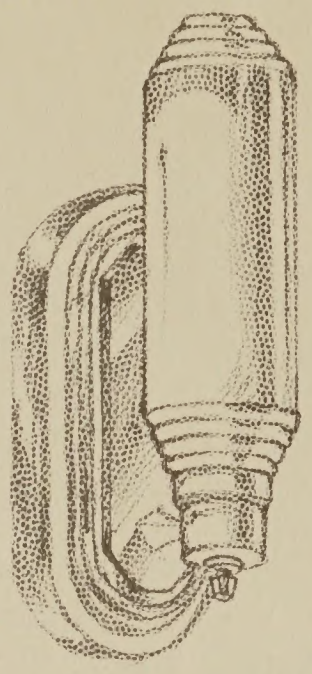


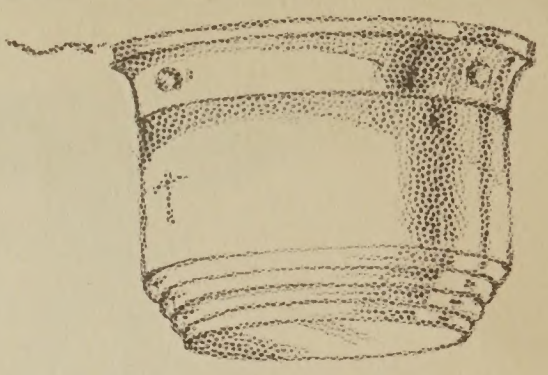
No. 1046 B

Also made in following sizes

No.	Lts	Depth	Width
1044	2	4"	8-7/8"
1045	2	4½"	10"
1046	3	4¾"	12½"
1047	4	5¾"	14¾"

Opalux glass



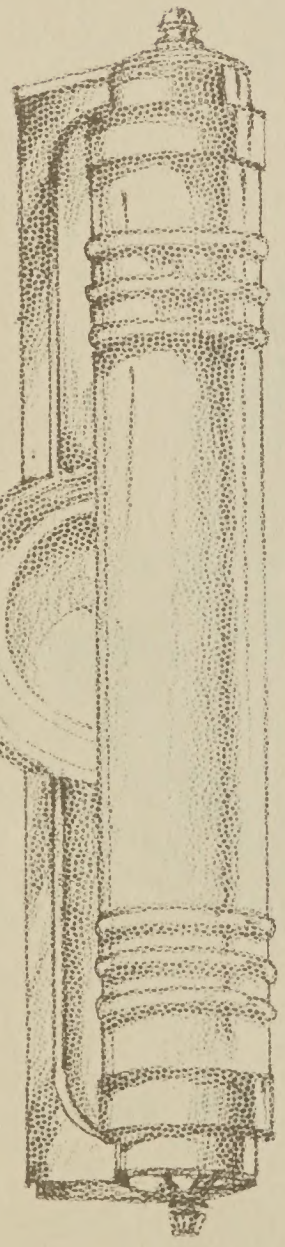


No. 1039 B

Width 6¾" Depth 4¼"
Lights-1
Opalux glass

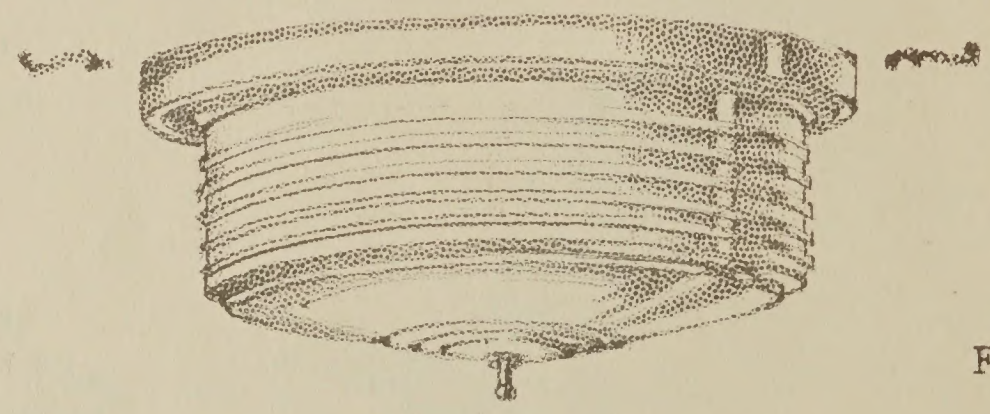
No. 1051 B

Back plate 7¼"x4-1/8"
Projects 4-1/8"
Opalux glass



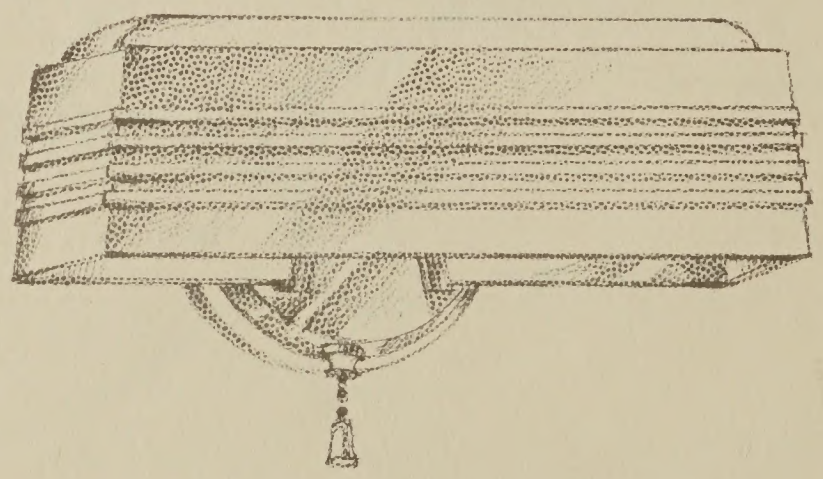
No. 1268 B

Back plate 15"x4¼"
Projects 3-3/8"
Opalux glass



No. 1218 B

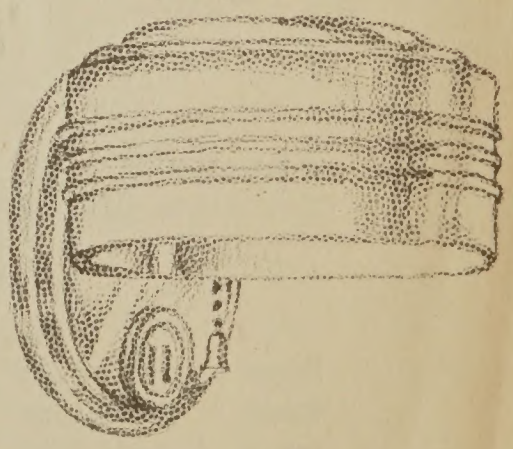
Length 6"
Width 11"
Lights-2
Ferlux Plain
Ferlux Stripes



No. 1271 P

Back plate 5"
Projects 5½"
Lights-2
GLASS. Ferlux plain
No. 1272 P Ferlux striped

CHROMIUM FINISH



No. 1270 PC

Back plate 5½"
Projects 8"
Opalux glass

- 1/4 Scale -